SEPTEMBER 8, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES—THE FARMER-STOCKMAN

NOT BECAUSE OF WHAT IT COSTS..

BUT BECAUSE OF WHAT IT EARNS

More advertisers, local and national, buy more time on

KLZ

than on any other

DENVER *station*

CBS AFFILIATE—560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

KRNT PERSONALITIES Hooper-Rate HIGHER THAN MOST NETWORK SHOWS

DON BELL . . . KRNT disc jockey with ratings as high as 11.1, tops the Des Moines Hoopers of Henry Morgan, Fred Waring, Frank Sinatra, The Eddie Bracken Show and many others.

GENE EMERALD . . . Afternoon disc jockey and air salesman has a Hooper-rating of 7.4. Higher than Arthur Godfrey, Ellery Queen, Ma Perkins or Hour of Charm, in Des Moines.

BETTY WELLS . . . Her daily women's programs earn a Hooper rating of 9.2. That beats Hildegarde, Kate Smith, Jack Smith show and others in Des Moines.

CHARLES McCUEN . . . Ace newscaster rates up to 10.8 and 11.0. Higher Hoopers than Jack Carson, Breakfast in Hollywood, Vox Pop and Mel Blanc Show.

RUSS VAN DYKE . . . Long a favorite with Des Moines audiences, his newscasts reach a rating of 10.3. Neither Mayor of the Town, Pepper Young's Family, Double or Nothing nor Frank Morgan do as well in Des Moines.

JON HACKETT . . . Top-flight sportscaster, Des Moines ratings rate as high as 8.1 on regular reviews—higher on special contests. That is above Information Please, Gene Autry, Family Hour and Ted Malone.

All Above Comparative Ratings Taken from Latest Hooper Winter-Spring Report for Des Moines.

Buy **"HIGHER THAN NETWORK" RATINGS IN DES MOINES**

Buy **RESULT-ASSURED PROGRAMS AND ANNOUNCEMENTS IN DES MOINES**

Buy

KRNT

DES MOINES

The Register & Tribune Station

KRNT IS AVAILABLE WITH WNAX AND WMT AS THE MID-STATES GROUP

Partners for 11 Years

BERWICK CAKE and YANKEE

THE BERWICK CAKE COMPANY

Heard Monday Thru Friday
7:45 to 8 a.m.

With eleven years of unbroken sponsorship, The Berwick Cake Musical Clock stands as another notable example of the lasting quality of Yankee partnerships. This 15-minute musical show, with announcer Bill Hahn, is habit listening with thousands of women during the 7:45-8:00 A.M. period — a habit that is reflected daily in Berwick Cake sales. Reason enough for the long continued satisfaction of the sponsor.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

...hed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

TONI CO. (cold wave) St. Paul, will increase its radio budget approximately $1,125,000 with purchase of new daytime serial as yet unselected on NBC, 11-11:15 a.m., effective Oct. 27. Foote, Cone & Belding, Chicago, which preempted NBC time, has thus made Toni one of radio's top advertisers with a total of $5,000,000 for advertising of which radio takes approximately $3,625,000. Sponsor currently has five programs running on NBC, ABC, and CBS. Agency indicated proposed spot campaign for Toni has been cancelled.

SOLAR PLEXUS blow for radio critics who bleat about daytime air sagging with serials will be findings of NAB survey applicable to entire industry. Results will show only 6% of total broadcast time of all stations is devoted to daytime serials. Survey, based on breakdown of logs, will show 41% of all time devoted to music, 16% to drama, 13% to news and ranging to 1% for homemaking programs.

CAREFUL scanning of Washington political front shows growing indications that ex-FCC Commissioner Ray C. Wakefield may get seat on Federal Power Commission [CLOSED CIRCUIT, Aug. 11]. Opening created when Senate passed over nomination of Burton N. Behling, of Power Commission staff, to commissionership post opened when Vice Chairman Richard Sachse resigned because of illness. Former FCC member's renomination was recalled in favor of Rep. Robert F. Jones (R-Ohio), sworn in Friday.

WITH LIKELIHOOD that Sept. 26 target date for adjournment of International Radio Conferences will be met, tentative agreement has been reached on future conferences. Next ITC is set for Buenos Aires in 1952; next NARBA sessions on use of standard broadcast facilities on North American continent will be held in Canada sometime in August or September 1948 either at Montreal or Quebec; final stage of High Frequency Conference to determine allocations of international channels to be held in Mexico City between March and June 1948.

ULTRAFAX, RCA's new communications technique, which could transmit 20 50,000-word novels from New York to San Francisco in 60 seconds according to testimony of NBC President Niles Trammell during the White Bill hearings, will be demonstrated in Washington, probably in October.

FIRST returns from FM Assn. questionnaire on music use, sent all FM stations, show overwhelming (25-to-1) vote in favor of duplication of network music programs. Many affiliates complain networks won't let them duplicate music, FMA claims.

IF EISENHOWER Presidential boomlet develops into boom proportions, it may signal

(Continued on page 86)

Upcoming

Sept. 8: AFM International Board and Network executives, Blackstone Hotel, Chicago.

Sept. 9: RMA Adv. Committee, Roosevelt Hotel, New York.

Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.

Sept. 12-13: NBC Affiliates Convention, Hotel Claridge, Atlantic City, N. J.

Sept. 12-13: FMA Convention, Roosevelt Hotel, New York.

Sept. 12-13: MBS Board of Directors quarterly meeting, Atlantic City, N. J.

Sept. 14: BROADCASTING Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.

(Other Upcomings on page 76)

Bulletins

DEMONSTRATION of FM added to NAB convention Friday, taking place evening of Sept. 17 in Empire Room of Ambassador Hotel, Atlantic City. C. M. Jansky Jr., of engineering consultant firm of Jansky & Bailey, will work with Dr. Edwin H. Armstrong, FM inventor, in arranging demonstration. Special pickups planned to show fidelity of FM transmission, with graphic indication of signal quality.

SEASONAL slump in production of receiver tubes in July due to vacations and shutdowns, Radio Manufacturers Assn. announced Friday. Production totaled 11,244,202 against 15,057,109 in June. Seven-month total 114,606,634 tubes. Of July output 7,020,316 for new sets, 2,291,735 for replacements, 1,810,944 for export, 121,207 for government agencies.

MAJ. GEN. Harry C. Ingles elected president of RCA Communications, New York. He is also director of RCA and RCA Communications.

Heard in Lima

NATIONAL RADIO made local radio news for Lima, O., last Friday. Present at swearing in of Rep. Robert F. Jones on FCC was Harry Jay, veteran news commentator of WLOK Lima, an old friend of the new Commissioner. Mr. Jay, there by special invitation, made recording of ceremony, which was rushed back for broadcast over WLOK for hometown consumption. Rep. Jones spent his vacation in Lima.

Business Briefly

SUCHARD BACK ● Wilbur-Suchard Co., Lititz, Pa., has resumed spot announcement campaign using one-minute discs and chainbreaks on approximately 12 stations starting Sept. 1, also sponsorship half-hour live show, *Juke Box Jury*, on WNEW New York and WPEN Philadelphia. Show starts on WWSW Pittsburgh in late September. Agency, Badger, Browning & Hersey, New York.

COCA-COLA RETURNING ● Coca-Cola Co., New York, currently clearing stations on Mutual for three quarter-hours, 11:15-11:30 p.m., Mondays, Wednesdays, Fridays [BROADCASTING, Sept. 1] for *Morton Downey Show*. Starting date and number stations to carry program will be announced soon. Agency, D'Arcy Adv. Co., New York.

ARDEN TELETEST ● Arden Candies, New York, sponsoring WOR New York *Teletest* program, Tuesdays and Thursdays, 11:15-11:30 a.m. Firm also using spot announcements on WOR and plans expansion of spot campaign to other New York stations. Agency, Franklin Bruck, New York.

EVERSHARP RETURNS ● *Henry Morgan Show* returns under sponsorship of Eversharp Inc., Chicago, Sept. 10 after summer hiatus. Mr. Morgan goes to Hollywood in late September 13 weeks for film "So This Is New York." Agency, Biow Co., New York.

CONSOLIDATED RESUMES ● Consolidated Biscuit Co., Wilkes-Barre, Pa., resumes Sept. 23 for 13 weeks transcribed show featuring Johnny Desmond, twice weekly on approximately dozen stations. Lynn-Fieldhouse Co. Wilkes-Barre and New York, is agency.

GRUEN SPOTS ● Spot-Radio Productions Cincinnati, has completed production of new musical time spot and special jewelers jingle for Gruen Watch Co. Records made by Modernaires in NBC's Hollywood studios and will be available to Gruen dealers in all radio markets within few weeks.

SHADOW BACK ● Salerno-Megowan Biscuit Co., Chicago, Sept. 7 began sponsorship of *The Shadow*, which returned to air after summer hiatus. Program heard Sunday, 4-4:30 p.m. (CDST) on MBS, 26 weeks. Agency, Schwimmer & Scott, Chicago.

BULLETIN NAMES EAGER

GEORGE T. EAGER named assistant to the publisher by Richard W. Slocum, general manager of *Philadelphia Bulletin*. Position is new. Mr. Eager will continue to supervise *Bulletin's* advertising promotion and circulation sales promotion as well as public service activities and in addition direct broadcast and television interests. He joined *Bulletin* in 1938 after long association with BBDO in new business department.

A SALE FOR YOU?

Are you getting your share of the 356 million dollars spent each year in retail stores of the Nashville market area? Since there are 12,998 such outlets, a sales call to each would be impossible. But, with WSIX's loyal audience, you can reach many of the owners as well as their customers . . . our message can do a good selling job with both—at reasonable listener cost—over WSIX!

WSIX gives you all three: Market, Coverage, Economy!

AMERICAN • MUTUAL
5,000 WATTS-980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

SELL TWO GREAT MARKETS with WMT in Eastern Iowa

FARMS. Thousands of them in the heart of the greatest farm country on earth and with more radio sets per farm than any other state in the U. S. A.

FACTORY. Half of Iowa's income (highest per capita in the U. S.) comes from her ever-expanding industries.

You sell *both* urban and rural listeners with WMT. Whatever your product you'll find a ready market in WMTland. (Ask your Katz representative.)

SELL IT with WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fukomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Jo Hailey, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Nancy Biehl, Yvonne Caldwell, Grace Hargrove, Mary McCauley, Doris Sullivan. Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack. AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Patricia Ryden, Helen Spahn.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CE*Ntral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

For One-Station Coverage of the Entire Hawaiian Islands

KULA

10,000 WATTS 690 KILOCYCLES ABC AFFILIATE

Hawaii's Billion-Dollar Market Is the Richest Market

Per Capita

in the United States!

*Surpassing all the states, the Territory of Hawaii was FIRST in per family income for 1946 * at $5,410. New York State was Third with only $4,728.*

***Sales Management estimates**

Among the 200 leading cities, Honolulu was 22nd in food group sales and 21st in drug store sales.

Here is a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of that market you need only one radio station—KULA.

Maintaining mainland broadcasting standards . . . staffed by popular island radio personalities plus the star attractions of ABC . . . KULA, with its clear channel and unequalled power, gives you thorough coverage of HAWAII.

KULA

Most powerful, only full-time clear channel station in this major market

Pacific Frontier Broadcasting Co., Ltd.

Studios—1525 Kapiolani Blvd., Honolulu, Hawaii

For data on the Hawaiian market and rates and details about KULA see

ABC or Avery-Knodel, Inc.

National Representatives

New York • Chicago • San Francisco

Atlanta • Los Angeles

SEEMS SILLY TO BRAG

G ABOUT BILL GOODWIN

—when all America already knows he's certain star-stuff!

John Crosby, brilliant radio critic of the New York Herald Tribune,* made his report on Bill Goodwin, August 4, 1947, listening to Goodwin's own CBS show: *"I should like to venture the prediction that Goodwin . . . will develop into one of the top comedians in the business. And now, having laid my curse on him, I'll steal quietly away."*

But Crosby has just caught up with the rest of the country!

For who listens to the radio, or goes to the movies, and doesn't already know that Bill Goodwin is a comedian of highest rank?

Haven't you heard him, for years, take the microphone away from Bob Hope, Burns & Allen, and other top comedians on the air? (*Everyone else has!*)

Haven't you seen him in "The Jolson Story," "Wake Island," "Spellbound," or any dozen of the twenty-one pictures in which he has been featured? (*Everyone else has!*)

Bill Goodwin is one of the great household names in America *now*: friend and entertainer of millions and millions and millions of Americans.

That is what you get — already delivered — when you buy Bill Goodwin.

Plus the equally well-known fact that Goodwin is "the sales-message that walks like a man": unquestionably one of the greatest *sales*-voices in America today.

Goodwin is now available for sponsorship in a program built entirely around his wonderfully-developed comic talent: a vehicle ready to deliver the extraordinary profits which top Radio brings its sponsors.

**And other papers, north, south and west*

A CBS PACKAGE PROGRAM

Covering a Sales-Rich Market

WORK

York, Pa.

(Established 1932)

A STEINMAN STATION

NBC Affiliate

Represented by RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago
San Francisco

Feature of the Week

CONSTANT warnings against reckless driving broadcast over KRNT Des Moines, especially in the last week of August, helped the city reach a new record of 105 days free from traffic fatalities. For the last two days before the old record was broken KRNT reminded listeners every hour on the hour to drive safely.

A station newsman was kept at the traffic bureau to report all traffic accidents, and some programs were interrupted to air the reports. Every KRNT newscast for a week featured the campaign. At midnight on the day the old record toppled, the Des Moines station put on a special program, with Newsman Charles McCuen, Police Chief Loren Miller and Traffic Bureau Inspector D. W. Rayburn participating. A new traffic safety drive has an objective of 150 deathless days.

The morning after the midnight goal had been attained, Inspector Rayburn appeared on Mr. McCuen's early morning newscast to compliment Des Moines drivers on their achievement and to urge support of a new drive with an objective of "150 deathless days."

KRNT Manager Phil Hoffman stated that the station is already formulating plans for a renewed drive to make Des Moines streets the country's safest. Mr. McCuen will again head the planning committee.

Newsman McCuen (l) interviews Chief Miller (center) and Inspector Rayburn.

Sellers of Sales

HANG ON to your desk when one advertising agency moves out, because another is liable to move in. If so, you're all set to work for the new tenant.

Selma Schonfeld doesn't advise the faint-hearted to follow her experience. But she says it worked at least once, in a manner of speaking. When Hillman-Shane-Breyer moved out in April 1946, Selma was timebuyer.

With arrival of Brisacher, Van Norden & Staff in the vacated suite of offices, she assumed the same function for them. After a year in that capacity she took over as media director.

Radio-wise, she oversees approximately $1,000,000 in billings for such accounts as Peter Paul Inc., 42 Products, Bohemian Distributing Co., Lindsay Ripe Olive Co., Wilson & Co., Los Angeles Nut House and Mode O'day.

A westerner, Selma was born in Salt Lake City, Oct. 22, 1916. Graduating from East High School in 1930, she went on to get her degree from the U. of Utah in 1934, majoring in English.

Despite her substantial education, she harbors one definite regret. It seems she was absent from school when some of the advanced arithmetic was doled out. And as a result, she says she has never advanced beyond the apple stage in arithmetic.

So when it becomes necessary to determine cost per 1,000 listeners or any comparable figure, everything is added, subtracted, divided and multiplied in apples.

Selma's first job was with a building and loan firm in Salt Lake. After a few months there, a transfer was arranged to the firm's Oakland, Calif., office in August 1935. A variety of sales developed in Oakland once she decided to leave the loan business. She remained in the San Francisco Bay area until August 1936, then shifted to Los Angeles.

SELMA

In January 1940 Selma joined The Stodel Adv. Agency, learning the rudiments of the business. In April 1943 she went over to Hillman - Shane - Breyer. She has been with her current employers, Brisacher, Van Norden & Staff, Los Angeles, since April 1946.

Selma lives in Beverly Hills. She says her hobbies are reading, dancing and ping pong. Her ambition is to be a client some day. Currently, she says she doesn't know how to manufacture anything but she is confident she'll learn. Meantime, she's still hanging on to that desk.

WFBC
serves and sells the GREENVILLE MARKET
Textile Center of the South

PRIMARY COVERAGE of 648,661 PEOPLE
92,588 RADIO HOMES

In 13 rich counties with total RETAIL SALES of $124,979,000

NBC Station for the Greenville-Spartanburg-Anderson Market

Represented by AVERY-KNODEL, INC.

WFBC
GREENVILLE SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

is Planned Progress

St. Louis people are proud of St. Louis and proud of their forefathers who planned so well to make St. Louis the city that it is today. As the result of the planned progress on the part of the pioneers as well as present-day residents, St. Louis is the 9th largest market in the U. S.

KWK has progressed, too...

In the 20 years that KWK has been a part of St. Louis life, every effort has been put forth to give St. Louis listeners the finest programs possible for their listening pleasure. The popularity of present-day KWK programs attests the success of this effort.

St. Louis' Own and St. Louis Owned

KWK
MUTUAL

OTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative

how would you like a 7.0 MORNING NEWSCAST in ST. LOUIS?

● As every time-buyer knows, no two stations, anywhere, are just alike. There are wide differences in "personality", and in the way each station caters to its individual market. Mark the variance in ratings even on network shows, for instance. . . .

All the top-notch stations represented by F&P, however, have *one thing in common*—their outstanding emphasis on good local programs for spot-radio advertisers. . . . Take KSD in St. Louis. Their 8:30 AM News has a 7.0 Hooperating* (at Class "C" rate)—and that's typical of other local programs all through the day.

How about letting F&P build a *list* of top availabilities for *Bull's-Eye Radio*, in any or all the markets at the right? We think we can surprise you with the bargains *now available.*

*Hooper Survey, February-April, 1947.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI

TELEVISION:

ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK: *444 Madison Ave.* CHICAGO: *180 N. Michigan Ave.* DETROIT: *Penobscot Bldg.* FORT WORTH: *406 W. Seventh St.* ATLANTA: *Palmer Bldg.* HOLLYWOOD: *6331 Hollywood Blvd.* SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 10 WASHINGTON, D. C., SEPTEMBER 8, 1947 $7.00 A YEAR—20c A COPY

Convention to Scrutinize New NAB Code

Full Cooperation of Industry Sought at Atlantic City

By J. FRANK BEATTY

ALL-OUT effort to obtain industry agreement on a program and advertising code placing broadcasters under stern but practical standards will be made at the NAB 25th Convention Sept. 15-18 in Atlantic City (see code highlights on this page).

Original plan to confine code discussion to a Thursday morning general session may be modified by convention time to permit even more detailed scanning of the provisions by all elements of the industry. President Justin Miller, board members and code drafters are anxious to give the document a full airing.

At the weekend NAB had not completed its Thursday schedule. Time for further code discussion will be available in the afternoon due to transfer of the election of directors-at-large to Wednesday morning. Thursday afternoon also will include adoption of resolutions. Certain to be offered are resolutions dealing with the all-important industry standards, and detailed discussion may develop on any proposal to express association sentiment on the subject.

NAB has not made copies of the proposed standards available to the membership, other than persons directly concerned with writing and approving them, but indicated that copies would be released at Atlantic City Sept. 15. This will give members three days to study the proposed standards prior to the Thursday discussion.

Standards Strict

Though the standards are strict in their limits on commercial copy and on high ethical plane, no provision is made for enforcement [BROADCASTING, July 28]. This phase of the code involves anti-trust aspects, especially with the Dept. of Justice now engaged in prosecuting associations allegedly maintaining fixed fees.

After the Thursday code discussion, the new board will take up the subject at its Friday meeting. Considerable doubt has been voiced that the standards can receive board approval at so early a date, though trend of the Thursday floor debate and any resolutions adopted will be factors in the decision. Final code action rests in the hands of the board, not the membership, under NAB's By-Laws.

In substance the code provides a more complete and comprehensive set of ethical rules, stiff news requirements including ban on middle commercials in programs under 15 minutes; shorter commercial time in daytime programs, and specifies that time segments allow for station breaks (quarter-hour means 14.30 minutes, etc.).

Opening the three-day agenda of general convention sessions Tuesday morning will be Campbell Arnoux, WTAR Norfolk, member of the NAB board and chairman of the convention committee. Mr. Arnoux will introduce President Justin Miller, who will deliver the convention keynote speech. Others on the morning program are Joseph Sedgwick, counsel for the Canadian Assn. of Broadcasters, and Goar Mestre, owner of CMQ Havana and vice president of Inter-American Broadcasters Assn.

Lea to Speak

Added to the Tuesday luncheon program, at which Rep. Clarence F. Lea (D-Calif.) will be the featured speaker, is a five-minute address by Adm. W. H. P. Blandy, Commander-in-Chief, Atlantic Fleet. A special music feature under direction of BMI will be on the luncheon program. Rep. Lea will review the music problem and steps taken under the Lea Act to curb the power of James C. Petrillo, AFM president.

At 2:30 Tuesday afternoon the Assn. of Women Broadcasters will be in charge of the opening half-hour. AWB will present a program featuring Robert Wason, chairman of the board, National Assn. of Manufacturers. Mary Margaret McBride, WNBC New York, will bring a five-minute greeting from AWB. Mr. Wason is to be introduced by Ruth Crane, WMAL Washington, AWB acting president. Dorothy Lewis, NAB Director of Listener Activities, will preside.

The rest of the Tuesday afternoon meeting will be devoted to the discussion of "Radio Management Tomorrow — Problems of Service and Survival." J. Allen Brown, in charge of the NAB Small Market Stations Division, last week completed plans for the program, which covers all phases of station operation such as community leadership, programming, sales, music, office management, station promotion, news and operator requirements.

Dramatic episode will be staged by the division with the presentation of seven Powers models in scanty costume. They will represent segments of station operating costs such as music, engineering and other elements. Each model will tear a section from a gigantic perforated dollar bill.

As revised, the tentative agenda now provides a "Facts for Management" session at 10 a.m. Wednesday. Hugh B. Terry, KLZ Denver, member of the NAB board, will preside. Among speakers will be Kenneth H. Baker, NAB Director of Research, speaking on "Radio's Balance Sheet." A panel is being

(Continued on page 83)

WITH eyes of the advertising world on Atlantic City next week, NAB will hold a wide-open discussion of proposed code to govern program and commercial practices. Though NAB has maintained a policy of strict secrecy on code provisions, BROADCASTING herewith presents highlights of the all-important document, as tentatively drafted, so broadcasters, advertisers and agencies will have some chance to study its salient provisions in advance of the convention's commencement date.

PROPOSED NAB CODE

HIGHLIGHTS of proposed Standards of Practice to be submitted to NAB membership at the Atlantic City Convention Sept. 15 follow:

GENERAL CODE POLICIES

- Religion—Freedom of worship should be respected, with no attacks made on race or creed; should be presented by recognized organizations, with emphasis on broad truths and avoiding controversy. Appeals for funds or sale of publications opposed.
- Race, Creed, National Origin, Color—Unfair attacks or disrespectful references not acceptable.
- Profanity, Blasphemy, etc not acceptable.
- Sex—Good taste should be criterion, with double entendre avoided in dramatic continuity and dialogue. Abnormalities and sex crimes not acceptable. Divorce should be handled with due respect to sanctity of marriage.
- Alcoholism and Narcotics—Not to be portrayed as desirable or prevalent.
- Crime, Horror—Criminals should not be depicted favorably; detailed accounts of crimes, brutal killings opposed; kidnapping not acceptable; seduction and rape to be avoided unless necessary to program.
- Physical and Mental Afflictions—Should be handled in good taste.
- Simulation of News—Non-news and fiction not to be depicted as authentic news.
- Legal and Medical Advice—Not acceptable.
- Sports—Data on prevailing odds not acceptable if gambling would be encouraged.

SPECIFIC PROGRAM STANDARDS

- News should be treated fairly, accurately and without sensationalism. Commentaries and analyses should be clearly identified. Broadcaster should have complete control of news from source to microphone, with newscasters and analysts responsible only to station. Alarm and panic should be avoided. Good taste should govern. No middle commercials in news programs of less than quarter-hour. Commercial copy should be checked carefully. Limit on commercial time, whether single or multiple sponsorship, should be: 5-minute program, 1-minute limit; 10 minutes,

(Continued on page 14)

Jones Begins Term As Member of FCC

Commissioners, Other Notables Present for Swearing In

IN AN IMPRESSIVE ceremony witnessed by several hundred persons, including his family, members and staff of the FCC, legislators and friends, former Congressman Robert F. Jones was sworn in last Friday as a member of the FCC for a seven-year term dating from July 1.

Commissioner Jones, who had resigned from the House as a Republican representative from Ohio to accept the Commissionership, succeeds Ray C. Wakefield.

Oath of office was administered by Associate Justice Harold H. Burton, of the U. S. Supreme Court, former Ohio Governor and Senator and a lifelong friend of the new Commissioner. Preceding the administering of the oath, Justice Burton bespoke the "pride we feel in Ohio in the appointment which has been made." He traced Mr. Jones' career and praised his integrity and his stewardship as county prosecutor in Lima, Ohio, and as a member of Congress for nearly a decade.

All members of the Commission save Comr. Rosel H Hyde, now on the West Coast on hearing assignment, attended. Chairman Denny and Commissioners Jett and Webster returned from the International Telecommunications Conferences at Atlantic City for the event. Commissioner Webster

(*Continued on page 85*)

Rep. Kearns to Address FMA New York Sessions This Week

(*FMA Registration on page 53*)

FIRST industry appearance of Rep. Carroll D. Kearns (R-Pa.), chairman of the House special subcommittee investigating James C. Petrillo, AFM president, will feature the FM Assn. convention to be held Sept. 12-13 at the Roosevelt Hotel, New York.

Representative Kearns has taken active interest in efforts of FM stations to obtain AFM permission to duplicate network musical programs and has conferred with Mr. Petrillo on the subject. He has just returned from the West Coast where his subcommittee has been probing broadcasting and motion picture contracts of AFM.

Appearing at the Friday luncheon meeting of FMA, Representative Kearns is expected to review his efforts to persuade Mr. Petrillo to encourage development of the FM industry. The speech comes a few days after the AFM president's Chicago meeting with network presidents on their appeal for reconsideration of his August decision banning FM duplication (see story page 78).

FMA's first annual convention will draw an attendance of 400, Bill Bailey, executive director, predicted Thursday on the basis of an advance registration of 209 delegates. All convention exhibit space has been reserved, with more than a score of manufacturers planning to show latest model transmitters and receivers.

Speaking at the convention banquet Friday evening will be Max F. Balcom, Sylvania Electric Products, RMA president, and FCC Commissioner Paul A. Walker, who replaces Chairman Charles R. Denny, unable to participate. Roy Hofheinz, KOPY Houston and FMA president, will be toastmaster. Commissioner Walker and Mr. Balcom will be heard on Continental Network, which will carry the proceedings.

Sponsored Show

During the banquet Continental will carry the first sponsored FM network broadcast [BROADCASTING, Aug. 18]. Main portion of the program will originate at Rochester, home of Stromberg-Carlson Co., the sponsor, and will be picked up off the air for the banquet. The sponsored half-hour, 8:30-9 p.m., will include a talk by Dr. Edwin H. Armstrong, FM inventor. Everett L. Dillard, WASH Washington, FMA vice president. will review development of Continental. Mr. Dillard's name has been mentioned frequently for the FMA presidency.

The two-day program will include a practical panel on FM station operation. Participating will be Bill Bryan, KMUS Muskogee, Okla.; E. Z. Jones, WBBD-FM Burlington, N. C.; Joel Stovall,

(*Continued on page 85*)

Thomascolor SEC Hearing Sept. 16

Television and Movie Experts To Testify Before Agency

COUNSEL for Thomascolor Inc. whose registration statement covering a proposed stock issue has been questioned by the Securities and Exchange Commission, told BROADCASTING last week that "a host" of independent experts would testify to the technical application of the Thomascolor system of photography.

W. Theodore Pierson, the Thomascolor attorney, said that the expert witnesses would testify at a hearing before the SEC in Philadelphia at 10 a.m. Sept. 16. He was not prepared to disclose the identities of the experts, he said but indicated they would represent both motion picture and television fields.

According to Mr. Pierson, the SEC, which set the hearing to determine whether a stop order should be issued to suspend the Thomascolor registration statement, sought a determination by independent experts of the technical worth of the new color system.

The registration statement covered a proposed public offering of 1,000,000 shares of $5 par value common stock to be offered through officers and employes of Thomascolor Inc., a Los Angeles corporation, at $10 a share.

Among matters to be considered at the hearing the SEC listed some

(*Continued on page 84*)

Proposed NAB Code

(*Continued from page 13*)

1.45 limit; 15 minutes, 2.15 limit. Commercial should be clearly distinguished from program content.

• Politics—Time should be allocated in conformance with FCC rules and Communications Act. This includes public proposals subject to ballot. Dramatization opposed. Though not a censor, broadcaster should check for compliance with libel laws.

• Public Problems—Allotment of time should respect program balance and public interest, with fair presentation of issues. Specific periods advised for controversial issues, with clear identification. Equal time advised for opposing viewpoints, with dramatic treatment, announcement copy and solicitation of funds or memberships opposed.

• Religion—Attacks on race or religion opposed, with programming by responsible groups; major emphasis on broad truths; controversy avoided, as well as solicitation of funds or sale of publications.

• Crime and Mystery—Commission of crime should not be made attractive, with violence and horror avoided; law and enforcement officers should be treated with respect; criminals should not be depicted sympathetically; details of crimes not desirable; murder, brutality and torture opposed; no kidnapping; suicides should not be treated as solution to individual's problems.

• Child Programs—Careful control of content advised, with adherence to high social standards and respect for parents, law and high ideals. Programs should entertain; contribute to development of personality; avoid depicting criminals as heroes; avoid torture and supernatural if likely to arouse fear; avoid profanity and vulgarity; no kidnapping; program should not end with such suspense that listener may have bad reaction; no appeal on behalf of character or continuance of program through boxtop offers; avoid contests which might send children to strange places.

COMMERCIAL POLICIES

• Broadcasters should check advertiser's integrity, along with product and claims.

• Not acceptable—Liquor, illegal products and services; ocultism, fortune telling, mind reading, etc.; matrimonial agencies; homework offers unless by responsible firms; dopester, tip sheet or race track publications; speculative financial projects, reducing agents, including reducing foods and beverages; products claimed to relieve chronic or incurable illness or which are dangerous for self-medication; professions in which advertising is unethical. Cemetery and mortician copy should be of highest standard. Products not discussed in mixed company not acceptable; nor are laxatives, deodorants unless of highest copy standards.

• Time Limit—Maximum commercial time for all programs, including station breaks, 3 minutes in 15 minutes regardless of type of program or division into segments. Maximum commercial time single sponsorship (except news) 5 (4.30) minutes, 1.00 minute limit; 10 (9.30) minutes 2.00; 15 (14.30) minutes, 2.30; 25 (24.30) minutes, 2.45; 30 (29.30 minutes, 3; 45 (44.30) minutes, 4.30; 60 (59.30) minutes, 6.

• Participation and multiple-sponsor programs, now subject to general limit (see above), 5 minutes, 1.00; 10 minutes, 2. These segments are exclusive of station breaks, 15 (14.30) minutes, 2.30; 25 (24.30) minutes 4.30; 30 (29.30) minutes, 5.30; 45 (44.30) minutes, 8.30; 60 (59.30 minutes, 11.30.

• News programs, etc.—If less than 15 minutes should have no middle commercial. Maximum commercial time (single or multiple sponsorship) 5 minutes, 1.00; 10 minutes, 1.45; 15 minutes, 2.15.

• No restriction on number of products mentioned by a single sponsor.

• Sign-on must come before simulated announcement (cow-catcher) and sign-off after hitch-hike announcement. References to products or services by trade name are commercial copy unless a mere courtesy identification. More than one commercial between two programs not permitted.

• Offers and Contests—These should not be used in lieu of good programming to build or influence audience. Contests should be submitted well in advance to broadcaster, carefully scanned; judges' decisions final, with duplicate prizes in case of ties; reasonable facsimile should be permitted in boxtop offers; quick decisions desirable; details of winners available if too long to broadcast.

• Premiums should be inspected before announcing offers; premiums should not be of type appealing to superstition. If consideration is required, advertiser should honor complaints by returning consideration; station should be free of liability; offer should not be described as gift. Sufficient premiums should be available. Description of items should not be exaggerated.

Wide Range Noted in Advertising Rates

Station Practice Study Shows Cost of Reaching Audience

By PAUL PETER

Frazier & Peter
Management Consultants

TIME CHARGES or rates for broadcast advertising comprise one of the most important elements in the broadcasting business. Yet there has been less comment, discussion, or factual discourse on that subject than on many other less important aspects of the business.

Frazier & Peter recently completed a study of broadcast advertising rates. The survey was conducted for working business purposes since we needed factual data of rates offered in all classifications, whether published generally or limited to salesmen's portfolios, to examine the patterns of actual practice.

Our survey report has been given limited distribution to those stations cooperating with us by submitting their complete rates, to our clients and to a few executives engaged in the broadcasting business. The study of rate patterns is of concern to radio management and our inclination has been to so confine our report distribution. However, it has been drawn to our attention that ours is the first of such studies made and at least our comments on the results should be made generally available.

Source of Data

The rate survey was confined to regional and local channel stations located in metropolitan districts and cities of less than one million population. The sample used comprises 79 stations selected as representative as to city size, geographic location, network affiliation, station competition, etc. These are divided—35 regional and 44 local channel stations.

In searching for patterns, several criteria were examined as correlation bases, including market population, retail sales, spendable income and the like. The most effective factor found was the 1946 BMB audience data. Using the rates charged for one hour in mid-morning periods, net of the 52 times discount allowed and BMB daytime audience figures, we calculated cost-per-thousand audience figures as set forth in the adjoining tables.

TABLE A

Cost Per Thousand BMB
Regional Channel Stations

Approximate BMB Daytime Audience	Approximate* Mid Morning 52 Times 1-hr. Rate	Cost Per Thousand BMB Audience
390,000	$105.00	0.27
260,000	70.00	0.26
200,000	100.00	0.50
200,000	40.00	0.19
200,000	90.00	0.45
180,000	95.00	0.52
160,000	40.00	0.26
160,000	80.00	0.52
150,000	60.00	0.40
130,000	75.00	0.60
100,000	40.00	0.37
93,000	40.00	0.45
89,000	40.00	0.48
79,000	35.00	0.43
78,000	30.00	0.41
75,000	50.00	0.69
75,000	55.00	0.75
73,000	30.00	0.45
64,000	50.00	0.75
60,000	45.00	0.75
59,000	45.00	0.74
57,000	30.00	0.54
51,000	45.00	0.84
33,000	35.00	1.06
31,000	25.00	0.80
30,000	45.00	1.42
29,000	30.00	0.95
29,000	25.00	0.93
23,000	20.00	0.94
20,000	35.00	1.74
13,000	20.00	1.56

*Station rates are rounded to the nearest $5.00 to avoid disclosure.

TABLE B

Cost Per Thousand BMB
Local Channel Stations

Approximate BMB Daytime Audience	Approximate* Mid Morning 52 Times 1-hr. Rate	Cost Per Thousand BMB Audience
86,000	$30.00	0.34
82,000	40.00	0.46
68,000	40.00	0.56
54,000	35.00	0.62
47,000	35.00	0.72
45,000	30.00	0.63
37,000	25.00	0.63
35,000	20.00	0.61
35,000	25.00	0.70
33,000	30.00	0.95
33,000	30.00	0.05
32,000	35.00	1.01
31,000	45.00	1.39
31,000	35.00	1.09
29,000	20.00	0.75
28,000	25.00	0.83
26,000	30.00	1.11
25,000	30.00	1.17
24,000	35.00	1.40
23,000	35.00	1.50
21,000	20.00	0.87
21,000	20.00	0.85
20,000	30.00	1.46
19,000	25.00	1.34
17,000	20.00	1.29
16,000	20.00	1.12
14,000	25.00	1.90
10,000	15.00	1.31
8,000	25.00	2.91
7,000	25.00	3.35
7,000	20.00	5.99
6,000	25.00	3.82
6,000	20.00	2.78
6,000	20.00	3.03
6,000	40.00	6.93

*Station rates are rounded to the nearest $5.00 to avoid disclosure.

It is a normal expectation that the cost per unit will increase as the unit volume decreases. The economic law is labelled that of "diminishing return."

However, in examining these tables several considerations should be borne in mind. The BMB measurement is new. It is a measurement of total audience during day and night periods. It does not reflect the plus values of a station's audience served with little competition from other stations or conversely the detracting values of station audience beset with either quality or quantity competition. Finally, it should be recognized that the rates analyzed here were established before BMB measurements were available to stations. It is known that a number of the stations have made rate changes since submitting a rate card to us.

But, with all of these reservations, we were surprised that a higher degree of correlation was not found. Signal strength measurements, audience mail coverage analyses, and program audience surveys as station aids should result in a more consistent pattern.

Effect of Competition

It could be that the two most usual methods of rate setting are not as sound as some have hoped. We refer to a "quick tour" method —through Standard Rate & Data to see how Jake set his rates, with no thought or realization that Jake's rates were similarly patterned after Zeke's. Or the other method, the "bull session" with the sales force and few or no facts to determine what the market will bear.

We are now giving serious consideration to repeating the survey to see what the rates situation is now with advertising requiring a lot more selling than it did last year and the number of commercial

(*Continued on page 69*)

Mr. PETER

FCC Urges Intercity TV Relay Plan

Western Union's Proposal Denied; Solution Suggested

INDICATION of FCC's interest in spurring the advance of television through development of intercity relay facilities was shown last week in the Commission's prompt reply to an experimental radio relay circuit proposal of Western Union Telegraph Co. Although denying the specific request for a relay experiment involving WCBS-TV New York and WPEN-TV Philadelphia, the Commission stated that it "looks with favor upon the establishment of such a service" and proceeded to outline a project upon which it "would be disposed to look with favor."

In its letter, answered by the Commission in just a week, Western Union proposed to establish the experimental microwave radio relay circuit between the CBS video outlet in New York and the *Philadelphia Evening Bulletin* TV station. Western Union since March 1945 has been using radio relay between New York and Philadelphia for telegraph purposes and proposed to adapt unused channel facilities for video use in a co-operative investment with the *Bulletin*.

It was the exclusivity of this co-op arrangement which FCC disliked. Instead the Commission urged in its reply that Western Union file appropriate applications for experimental facilities upon its own, request waiver of those rules relating to commercial use of such facilities and file an appropriate effective tariff to support the additional investment.

A Western Union spokesman in Washington immediately stated that his company would carry out the Commission's suggestion. Despite the telegraph company's financial condition it holds strong faith in the future of its proposed video relay project which would eventually network the country.

It also was pointed out that through actual tests the system has been proven 95% effective from a technical standpoint. Furthermore such a system would be far more economical than the coaxial method [BROADCASTING, June 9, 16, Aug. 25], the spokesman stated.

In a public notice Western Union last week said it "hopes to be the first to provide television service by radio beam" and outlined briefly its progress in that field. The notice said that after initial use of the New York-Philadelphia leg the beam system would be extended to Washington and from there to Pittsburgh with eventual extension of service to Albany. Cleveland, Detroit, Chicago and St. Louis.

The Philadelphia - Washington and Washington-Pittsburgh links are ready for operation but for minor installations, it was said,

(*Continued on page 78*)

New Way to Measure Coverage Told

MBS Method Involves Use Of Engineering Analyses

MUTUAL last week unveiled a new method of measuring network coverage based on engineering analyses and said to be capable of providing timely computations that can keep pace with facilities improvements.

According to its own measurements, Mutual ranks fourth among the networks in daytime coverage of radio homes, but there is less than 1,000,000 difference between NBC, the leader, and Mutual.

Mutual estimates that by winter the figures will be: NBC, 29,275,000 radio homes; CBS, 28,688,000; ABC, 28,412,000, and Mutual, 28,398,000. The Mutual figure excluded those stations with which it shares affiliation with other networks. If it included dual affiliates, it would be 29,089,000 radio homes.

The Mutual measurement considered two questions in determining the area effectively served by a station: (1) Is the signal strong enough to be heard, and (2) Is it free from objectionable interference?

Contending that power alone does not represent an adequate measurement of the area covered by a station, MBS engineers considered ground conductivity, frequency and type of antenna in plotting coverage.

Three limiting factors—interference from other stations, man-made noises and atmospheric static—were also considered. Using data collected by the FCC, Mutual prepared station maps showing the signal intensity required to provide three grades of service, the best of which, grade 1, provides reception free of objectionable interference at least 90% of the time.

In support of its contention that power alone may be misleading in describing a station's coverage, Mutual compared the .5 mv/m contours of a 50-kw station on 1210 kc and a 250-w station on 1240. The contours in this instance were almost the same size, due to the fact that the lower power station is located in an area of very high ground conductivity.

Contour Comparison

As another example, Mutual compared the contours of a 50-kw station on 1200 kc and a 5-kw station on 550 kc in the same city. The lower power station there has a larger contour area because of the more favorable propagation characteristics of its frequency, Mutual said.

A third example compared two 5-kw stations on 850 kc and 1420 kc in the same city. The area served by the station on the less favorable (higher) frequency is greater than that served by the one on 850 kc because the latter uses a directional antenna that radiates much of its signal over water, according to the MBS calculations.

Mutual engineers also mapped variations of average atmospheric interference throughout the country and variations in ground conductivity. These, plus the incidence of man-made noise interference, which exists in proportion to population concentration, were correlated with signal data to compose the measurement of effective coverage.

The Broadcast Measurement Bureau 1946 estimate of radio homes was used in the Mutual analysis.

E. P. H. James, MBS vice president in charge of advertising, promotion and research, who described the new method at a press luncheon in New York, said that it had proved that the "four networks today are offering about the same physical capacities to deliver audiences."

The Mutual coverage data is offered, Mr. James said, "as a standard that can be adopted by anyone."

Mr. James said that Mutual's growth within the past two years had brought it into the running with other networks as far as facilities were concerned.

Edgar Kobak, MBS president, who introduced Mr. James, said that now that the first major phase of Mutual development—the construction of a network which could reach a large audience—had been accomplished, the emphasis would be on program improvement and promotion.

Mr. Kobak pointed out that Mutual had already undertaken a vigorous campaign of program improvement and cited the recent acquisitions of *Information Please* and the *Kate Smith Show* as indications of progress in that direction.

YOELL INDEX IS BASED ON HOUSEHOLD HABITS

THE YOELL INDEX, released last week, gave a listening index based on the effect of household chores and habits, with both urban and suburban audiences in telephone and non-telephone homes surveyed. The figures quoted in the survey were from one region and one income group.

The index reported that between 11:30-11:45 a.m. daytime serials and conversation type programs attain their peak for women listeners, when a total of 62% of sets in use are tuned to these two program types. Of the women whose sets were operating, 25% were not in the room where the set was located. These women were unable to identify the station, sponsor or a character involved in the program. Thus, the report indicates, 33% of the combined serial and conversation type program audience was not disposed to listen.

Survey came to the conclusion that the disposed audience depends on the following factors: What the audience is doing while the radio is tuned in; the location of the set in relation to the listener; the ability of the audience to identify station, program and sponsor; who turned on the program and why and is the program listened to regularly.

Western Auto Renews

WESTERN Auto Supply Co., Kansas City, Mo. (auto accessories, household appliances), Oct. 5 renews for 52 weeks *Circle Arrow Show*, originating at WLW Cincinnati and heard Sundays at 9:30 a.m. (CDST) on 57 NBC stations. Agency is Bruce B. Brewer and Co., Kansas City, Mo.

Drawn for BROADCASTING by Sid Hix

"Nice tone, but highly directional."

McCann-Erickson Makes Kemp a Vice President

ARTHUR J. KEMP has been named vice president of McCann-Erickson, it was announced last week. Mr. Kemp, who has been with the agency for the past two and a half years, now becomes group head in charge of service on the Columbia Records account.

Mr. Kemp

Prior to joining McCann - Erickson, Mr. Kemp was manager of CBS Detroit for two years and sales manager of the Pacific Network for five years. He was with KNX and KHJ Los Angeles and the Don Lee Network from 1933 to 1934 and in the agency business on the Coast for 10 years preceding that.

Borden Replacement

THE BORDEN CO., New York, named a Kenyon & Eckhardt show featuring Mark Warnow, his orchestra and chorus [BROADCASTING, Sept. 1] as its replacement for *Arthur's Place* Fridays 9-9:30 p.m. on CBS effective Sept. 19. The advertiser was considering another show submitted by Young & Rubicam but decided to continue under the K & E banner with the new program.

Gough Sponsors Dons

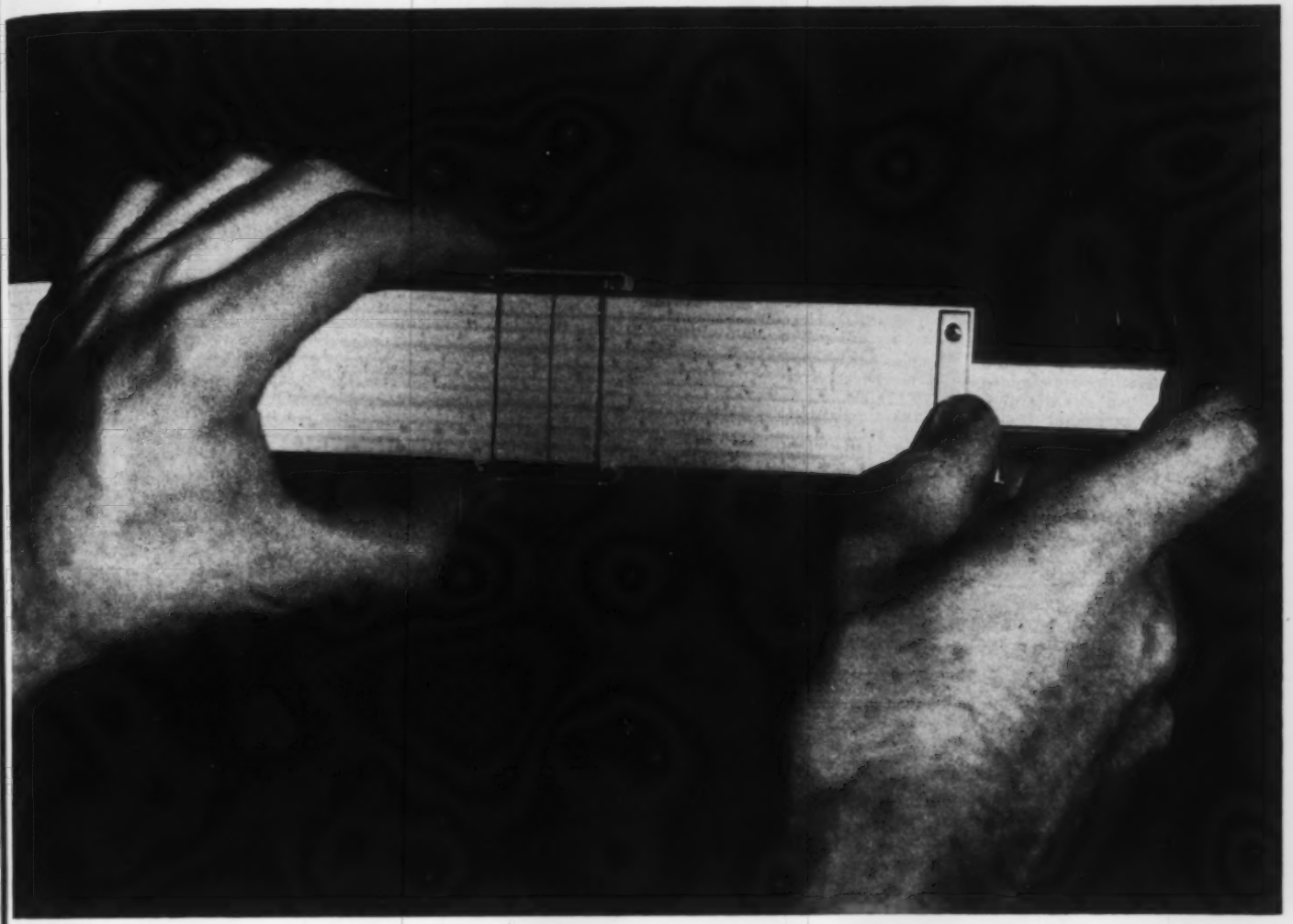
GOUGH Industries, Los Angeles (Philco Distributors), on Sept. 12 starts sponsoring 7 home games of Los Angeles Dons on KTLA Hollywood. In addition firm is sponsoring for 20 telecasts series of 15 minutes *Meet the Dons* on that station. Agency is Noble Advertising, Los Angeles.

Gibson to Sponsor

GIBSON Refrigerator Co., Greenville, Mich., Sept. 15 begins sponsorship of *Louise Massey and The Westerners*, 15-minute open-end transcribed show featuring Curt Massey and produced by Morton Radio Productions Inc., Chicago, on approximately 95 stations throughout country. Sponsorship marks advertisers first use of radio since pre-war days, with copy based on choices of individual dealers. Contracts are for 13 weeks. Agency is W. W. Garrison and Co., Chicago.

Belding to New York

DON BELDING, chairman of the board of Foote, Cone & Belding, Los Angeles, is scheduled to move to New York on Oct. 1 for four or five months to assume active direction of the joint committee of Assn. of National Advertisers and the American Assn. of Advertising Agencies on a campaign with the Advertising Council for better understanding of the American economy.



Slide-rule your Richmond costs!

Take the June and July Hoopers for instance. Check them station by station. Cost by cost. You'll wake up to the fact that W-L-E-E is a whopping big value, no matter how you look at it.

You'll see costs exceeding W-L-E-E all the way from 10% to 100%!

Yes . . . W-L-E-E is the accurate, economical buy in Richmond, the depression-proof city that's at the top of the South! The facts prove it. And the facts prove W-L-E-E belongs on that list of yours!

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Hunt Foods Discovers a Way to Expand

Half Its Advertising Budget Is in Broadcast Campaigns

By RALPH TUCHMAN

SOUND radio buying has played an important role in the growth and expansion of Hunt Foods Inc. since the entry of its present management in 1943.

Radio's importance looms large when it is realized that this organization is already entrenched as the West's second largest canned food firm.

To date, Hunt has concentrated its radio sales story in the 11 western states where its dominant distribution exists. But its planned national distribution is certain to produce transcontinental programming in time and spot radio support in markets selected as sales targets in the expansion move.

Of its annual advertising budget, disbursed by Young & Rubicam, Hollywood, radio is assigned

CONSPICUOUS in West Coast advertising is the success of Hunt Foods Inc. in promoting its products by careful use of radio. The story of Hunt's expansion and its careful attention to how its advertising dollar is spent provides another in the series of success stories started in the June 23 BROADCASTING. Hunt is looking eastward and plans to build up its distribution to match that in the West, where it is the second largest food firm.

50%. The largest portion of this is concentrated in one regional program broadcast five times weekly. Although, spot radio is and has been used, its place has largely been in the early stages of entry into any given market. Newspapers and billboards have been the supporting media in the past. With national distribution getting underway, magazines are coming into the budget.

At present, its prime outlet is ABC's *What's Doing Ladies* carried by 26 stations to listeners on the Pacific Coast and in Rocky Mountain states, in addition to Honolulu. Extension to Texas is under current study. Audience participation in format and featuring Jay Stewart as m.c., the series normally originates in Hollywood.

On the air since September 1945, the program has served as flexible advertising vehicle, allowing constant identification of the name Hunt, as well as specific mention of some of the line of over 90 separate food products.

During first year of its broadcast existence, the program keynoted the sales push behind Hunt's Tomato Sauce. Recognizing that its dominant sales potential existed largely in the buyers group below 25 years of age, audience participation was considered a telling sales format.

The power of this idea is reflected in the latest annual report of Hunt Foods Inc. Stockholders are advised that nationally, as regionaly, Hunt's Tomato Sauce is serving as "the spearhead product." This approach was "a carefully considered choice" the report continues because "tomato sauce is a low-priced, high quality cooking ingredient capable of achieving sales volume."

Radio's regional success is clearly borne out in this report. For one solid year, tomato sauce was constantly promoted along with Hunt family of food products. Without ceasing emphasis on tomato sauce, new attention was next sought for Hunt's CHB Meat Sauce as well as pickles. Since February of this year, Hunt's CHB Pickles, dill and country style, have been receiving unceasing commercial attention.

Tomato Sauce Angle

Key constant to all commercial copy, however, is tomato sauce, with variety of usage emphasized. New uses are always being brought to attention of listeners. One telling effect of this line of commercial copy appeared in the audience at a recent broadcast. A woman brought a cake which had been made with tomato sauce as well as the more conventional ingredients.

In addition to straight commercials, repeated references are made to sponsor and specific products in stunts worked out with audience. A recent script called for one woman to make a sound effect like a cucumber growing. After her effort, the m.c. advised, "That's great Mrs. Smith. And when those cucumbers have ripened to perfection, the Hunt folks pick them, prepare them carefuly, and pickle them with lots of wonderful spicy spices."

Noise Like a Cucumber

She was next asked to produce the sound of a cucumber being pickled, and finally one of biting into a pickle. After each attempt, there is further reference to quality, flavor and uses of pickles. After being asked to make the sound of a very pleased lady, she received a gift and a jar of pickles.

Interspersed in each program too, are such references to sponsor identification of Hunt as "They've been putting up fine fruits and vegetables since way back in the 1890's."

And the commercials have not been broadcast without professional plaudits. The Los Angeles Women's Advertising Club cited Ruth Reynolds and Marian McClintock in their 1947 awards for pair's commercials on *What's Doing Ladies.*

Has it paid off? *Ladies* Hooper weighs in with a 3.0. Alongside of the top 15, the result appears trivial but alongside of its comparable daytime opposite numbers, the result is formidable.

Dollar-wise, its cost is lower than that of any other regional audience participation show heard in its area. Proportionately, it is also less expensive than any of the transcontinental audience formats.

Although the sponsor is reluctant to disclose the precise price of the package, it is known that the tab is under $1,000. Six other audience shows range from $1,750 to $6,000 weekly. Surprisingly too, the highest price competing program barely exceeds *Ladies* rating in the West. Two have been rated lower and only one exceeds it by a wide margin.

Since it is universally recognized that considerable sales potential exists in non-Hooper cities, a special survey was conducted in 22 such communities during March of this year. Based upon 4,615 telephone calls, the following results were obtained on an over-all unweighted arithmetical average: Rating, 3.7; sets-in-use, 18.6; share of audience, 20.03.

Brightest finding in terms of the program's commercial effectiveness is a sponsor identification of 61.7. This result placed *Ladies* ninth among all daytime shows and the first eight were transcontinental programs.

They Buy the Sauce

Applying the 3.7 rating result to total of radio homes in primary areas of ABC stations carrying program, there appears listening potential of 4,002,907 homes which yields total of 148,108 listening sets (based upon program's rating).

Taking Hooper's Pacific Reports for December for Listeners Per Listening Sets there is 1.54 for 2-3 p. m. (PST) period, an average age of 228,086 actual listeners daily or an average weekly total of 1,140,430. Couple with a 27.6 share of audience in Coast non-Hooper cities and a formidable circulation story is evidenced.

More detailed research among the program's listeners through a special Gallup study, disclosed that approximately two-thirds of them have bought Hunt's Tomato Sauce. In sharp contrast to this, only 40% of non-listeners have used the product.

Some use of the tomato sauce is reported by 85% of the program's listeners. This speaks favorably for the varied use theme contained in commercials. Among regular listeners, 92% report regular use of the sauce. These Gallup figures were derived from a sample of 1,816 interviewed in 30 western communities.

Among those queries, 35% reported their last purchase as Hunt's Tomato Sauce, placing it at the top. Its closest competitor showed 25% on this count.

Promotion is also a key to program's interest as result of agency and client aggressiveness in this direction. This summer, the

(*Continued on page 72*)

STRATEGY SESSION of Hunt Foods Inc. includes (l to r): Frederick Weisman, firm's president; Arthur I. Winston, its advertising manager; Don Barr, account executive of Young & Rubicam.

WEED
gives
"SERVICE"
plus

"...you may look the world in the face and say: 'I belong to the best firm of reps in the country,' " writes Clarence Leich of Station WGBF-(Evansville-on-the-Air)

Plus service for the country's leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently "On Target."

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD

Convention Address — Ritz-Carlton Hotel, Atlantic City

Multiple Grants Prompt WWOK Sale

Wholesale Authorizations Causing 'Difficulty' Say Drohlichs

MOTIVATED by economic factors and unexpected rapid increase of other new-station competition. Drohlich Bros., licensee of WWOK Flint, Mich., has decided to relinquish its broadcasting venture. Application has been tendered for filing at FCC seeking consent to assignment of license to Cooperative Radio Co., a Texas corporation, for $100,000. WWOK is assigned 1 kw on 1470 kc.

Applications also have been filed which seek approval of license assignments of WABJ Adrian, Mich., for $62,000, and WFTC Kinston, N. C. and transfer of control of FM station KRCC Richmond, Calif. In addition applications concerning transfers of two other standard stations and two FM outlets have been tendered for filing at the Commission. Most of these involve incorporation by existing owners.

Received First Grant

Albert S. and Robert A. Drohlich, equal partners owning WWOK, stated in their application that at first there was but one station in the area but before WWOK was approved two other outlets had been granted and then another following. In addition, they stated, construction permits soon were authorized for five more stations in outlying districts. This "reflected on the economic operation of . . . WWOK. The anticipated commercial revenue did not fully materialize, thus causing difficulty in the station's operation," the application said.

It was pointed out that at first estimated costs had been $31,312.12 but because of lengthy delay and rises in cost of equipment and labor the total construction cost of the station was $82,489.16. The transfer request stated that this took from what was to be working capital and so left the grantee unfinanced. Furthermore WWOK lost out to a preceding grantee on expected network affiliation which would have added some $1,200 per month in revenue, it was said. Robert Drohlich, injured in World War II, also may be aided by moving to another climate, the application stated.

Cooperative Radio Co., composed of Houston businessmen, also includes Harold B. Rothrock and George B. Bairey, 5⅓% and 1⅓% respectively, Washington consulting radio engineers, and Franz O. Willenbucher, Washington attorney, 4%. Howard C. Evans, former salesman at KPRC Houston, is vice president and assistant secretary and is to be general manager of WWOK if the transfer is approved. President and 6⅔% owner of the assignee is Herbert L. Crate, director of sales of Hodell & Co., Houston real estate firm.

In the WABJ transaction, Gail B. Griner and Alden M. Cooper, co-partners doing business as The Adrian Broadcasting Co., sell to James J. Gerity Jr., president and chairman of the board of Gerity-Michigan Die Casting Co. The application stated that the assignee believed that through the availability of additional working capital it will be possible to improve both the service and facilities of WABJ. The outlet is assigned 250 w day on 1500 kc.

The WFTC assignment constitutes ownership reorganization. Jonas Weiland, licensee, is president and treasurer of the new assignee corporation, WFTC Broadcasting Co. Inc. Together with his wife, Lenore D., secretary of the firm, he holds 88.5% interest in WFTC Broadcasting. The remaining interest is divided among 21 other individuals in that area. The Weilands receive $14,400 plus accounts receivable at the time of the consummation of the agreement in addition to the interest in the assignee. In addition Mr. Weiland receives a Cessnor airplane valued at $6,000. WFTC is assigned 250 w on 1230 kc.

KRCC Transfer

The KRCC case involves transfer of 109 shares (26%) from John F. Galvin Sr. to John F. Galvin Jr. for $10,900. Galvin Sr. has been holding the shares in trust for Independent Publishing Co., in which they are interested, and transfers the stock to his son who is more active in the affairs of the station and already holds 24% interest. Independent Publishing owns remaining stock. KRCC facilities are Channel 261, 100.1 mc with 500 w effective radiated power.

WFHR and WFHR-FM Wisconsin Rapids, Wis., requests assignment of license CP (FM) from William F. Huffman, sole owner, to William F. Huffman Radio Inc., a new firm of which Mr. Huffman is president and 98.8% owner. Purpose is to place the broadcasting interests on a self-sustaining basis and to separate them from Mr. Huffman's other business interests, according to the application. Others in the new firm include George T. Frechette, vice president; William F. Huffman Jr., secretary, and Alma E. Peters, treasurer. WFHR operates on 1340 kc with 250 w.

Transfer of control of Red River Broadcasting Co. Inc., licensee of KDAL Duluth, Minn., is requested from Charles LeMasurier to his son, Dalton LeMasurier through gift of 100 shares (40%). Dalton LeMasurier, licensee of KILO Grand Forks, N. D., presently holds one-half interest in KDAL and is general manager. Charles LeMasurier has retired. KDAL is assigned 1 kw on 610 kc.

FM station WFTM Tiffin, Ohio, requests assignment of CP from Jay R. David to Tiffin Broadcasting Co., new firm of which Mr. David is 50.66% owner and president. Purpose stated is to introduce new capital and permit employes to participate in ownership. Others included in transferee are Wayne Byers, vice president and 24.67%; L. W. Harry, secretary, and R. T. Roll, treasurer and 24.67%. Neither the consideration nor agreement was included with the application.

WFTM is under construction and is assigned Channel 252, 98.3 mc, with 450 w ERP.

RWG Holding Four-Day Conference in New York

A FOUR-DAY strategy conference of the Radio Writers Guild National Executive Council was called last week in New York after resumption of negotiations between the Guild and the four major networks. The meeting, to be held Sept. 6, 7, 8 and 9, is the first of this kind since the one held in September 1946, in Hollywood.

Attending the meeting are: Sam Moore, president; Paul Franklin, past president; Pauline Hopkins, delegate, West Coast region; Louis Scofield and Rod Holmgren, delegates from the Mid-West region; Peter Lyon, vice president of the Eastern region; Robert Newman and Stuart Hawkins, delegates from the Eastern region; Michael Davidson, Eastern secretary, and Roy Langham, national secretary.

Work Begun on New York To Albany Coaxial Cable

CONSTRUCTION of the first coaxial telephone cable between New York and Albany has been started, it was announced last week.

Cable will be owned by New York Telephone Co., the New Jersey Bell Telephone Co. and the AT&T. The cable will provide channels for radio broadcasting and may be adapted to carry television, the companies said.

WQQW May Try New Experiment

Stockholders Considering Public Contributions To Keep Going

PROSPECTS of another "noble experiment" in station operation—defraying of overhead through direct public contribution — faced stockholders of the beleaguered WQQW Washington, after two efforts to find a buyer had failed.

At what was reported to have been a heated session last Wednesday, stockholders of the so-called Blue Book station, now dripping red ink, found themselves confronted with the alternative of raising operating funds or of turning in their license. A special committee was appointed to nominate seven additional members of the board, bringing the total to 18, with the board presumably to decide at a meeting scheduled for Friday night whether the virtually unprecedented "subscription radio" plan would be pursued.

It was presumed that if a bid was received, it probably would be accepted with alacrity by a majority of the stockholders. The station represents an investment of about $180,000, in physical equipment and in operating losses since it began operation eight months ago.

Edward M. Brecher, former FCC employe who participated in the drafting of the Blue Book, wound up as general manager of the station with the Wednesday meeting. It was he who was largely instrumental in selling the idea of a "Blue Book station," which would rigidly limit its commercials and attempt to follow a fine music and quality programming theme.

Staff Slashed

The station staff has been reduced sharply since stockholders wearied of advancing operating funds. Assigned to the 570 kc channel, the station has operated with 1000 watts daytime but has a fulltime potential since the channel is a regional. Fulltime operation, however, would entail installation of an intricate antenna array to protect WMCA in New York and WWNC in Asheville, on the same frequency.

The subscription radio plan, it is understood, was advanced by a committee of board members who evidently desire to keep the station going for idealistic reasons. The station is owned by some 75 business and professional men in Washington, a number of whom are labeled extreme liberals.

If the public contribution plan is pursued, the nature of contributions probably will be closely scrutinized because of the novelty of the project and also because questions have been raised about the ideologies of certain of the stockholders, and of its former management under Mr. Brecher. It is understood that the stockholders committee estimated that the station could be carried on with a budget of $5,000 per month. On a pledge basis, at the Wednesday

(*Continued on page 71*)

LET'S GO AMERICA

PHOTO BY N. H. HAMMERL

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR

50,000 WATTS

FREE SPEECH MIKE

C. B. S.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

Represented by PETRY

G. A. RICHARDS, Pres.
HARRY WISMER, Asst. to the Pres.
OWEN F. URIDGE, V. P. and Gen. Mgr.

New Volume Presents 26 Radio Plays For Children

RADIO PLAYS FOR CHILDREN, selected and arranged by Katherine Williams Watson. The H. W. Wilson Co., New York, 281 pages, $2.25.

RADIO DRAMATIZATIONS of children's plays have been brought together in a book just published by the H. W. Wilson Co., New York, titled, *Radio Plays for Children*. The 26 stories have been made into plays by Katherine Williams Watson, head of the children's department of the Denver Public Library, who conducted a story-telling program over KOA Denver for several years.

Some of the plays are royalty free, but the majority require permission from the original publishers. They are classified under "Holidays," "Fairy Tales," "Humor," etc. Both grade level (3rd to 7th) and playing time (5 min. to 30 min.) are noted in the table of contents and in the text.

Agency Assn. Meets

PLANS have been laid by the Southwestern Assn. of Advertising Agencies for a series of fall meetings with Texas and Oklahoma media owners and representatives. First one was scheduled last Wednesday (Sept. 3) in El Paso with Dan T. White Jr. of Mithoff & White presiding. Joe Wilkinson of Franke-Wilkinson-Schiwetz & Tips Inc. will preside Oct. 4 in Houston and Thomas F. Conroy, president of the Assn., will speak.

Better to Hear

TREND in Eastern Iowa is toward second or extra radios for the home, according to the results of a recent survey by WMT Cedar Rapids. Radio dealers reported old radios acquired as trade-ins were being sold for "Junior's room" or for "the sun porch." While on farms the extras are being used in barns and out-buildings. Moreover, the survey revealed, most people are keeping their old sets when buying new ones.

KNOX Debuts This Week As Affiliate of Mutual

KNOX, Grand Forks, N. D.'s newest station, takes the air this Friday (Sept. 12) as an MBS affiliate with 250 w on 1400 kc. Located just north of the city limits in the new Dr. Pepper plant, KNOX studios will cost approximately $20,000 when completed, according to the station.

General Manager Frank W. Kaull announced the following staff: Jack Kennedy, program director; Dick Charles, assistant sales manager and sports announcer; Eugene Zobel, chief engineer, and Mary Kelly, traffic director. KNOX is owned by the Community Radio Corp. and represented by Universal Sales Inc.

CFRB Expected to Move To 1010 kc in Early '48

CFRB Toronto, on clear channel 860 kc with 10 kw, is expected to move early next year to 1010 kc with same power. The 860 kc frequency has been seized by Canadian Broadcasting Corp. for its key Dominion Network station, CJBC Toronto, now on 1010 kc with 5 kw and scheduled to increase power to 50 kw. New CJBC transmitter is being built at Hornby, Ont., site of other CBC 50-kw Toronto station, CBL.

Change in CFRB frequency has been subject of Parliamentary debate for over a year, but CBC, following Parliamentary Radio Committee findings, has been authorized to go ahead with expansion plans and loaned $2,000,000 to do so. It is understood CFRB's present license for operation on 860 kc has been renewed to year end.

BMB Adds 45

A TOTAL of 178 subcribers have joined Broadcast Measurement Bureau under the new 15-point program, an increase of 45 since the previous week, BMB announced last week. Subscribers not previously announced are: WBRC KCOL WBMZ KRLC KTFI WJBC WCIL WEBQ WTAX KDTH WCTT WKYB KGNO KLOU KNOE WRDO WMEX WDAF KWTO KGHL WALL WTRY WEGO WWNF WBIG WGTL WFTC WRAL WAYN WING WPAY KWIN WLBR WJAR WNAX WJHL WSM KECK KGKB WCAX WFHG WGH KIRO WKBH.

AD SERVICE
Oklahoma City Consumer Panel Made Available

A NEW SERVICE, the Oklahoma City Consumer Panel, was made available last week by the Oklahoma Publishing Co. to advertisers of its newspapers, the *Oklahoman*, the *Times*, the *Farmer-Stockman*, and its station, WKY.

The panel, according to Promotion Manager J. I. Meyerson, is the result of several years of careful study and months of testing methods and establishing the sample. "In seeking to provide the most usable and the most reliable data possible," said Mr. Meyerson, "we were led to adopt the Consumer Purchase Record technique, despite its higher cost, because of its many obvious advantages."

Mr. Meyerson said that Audience Surveys, of New York, headed by Robert H. Salk, has been engaged to set up and conduct the panel "to assure accuracy and the greatest possible acceptance." In addition, Mr. Salk has retained Dr. Paul Edwards, head of Rutgers U. marketing dept. and active in J. Walter Thompson National Consumer Panel, and Dr. Raymond Franzen, New York, adviser on statistical and sampling procedure.

In addition to regular quarterly reports, the publishing company says it will be equipped to provide studies of brand loyalty, brand switching, and multiple product use.

Keystone Lists Rates

KEYSTONE BROADCASTING SYSTEM, New York, last week announced issuance of its rate card No. 56, effective Sept. 1. New basic rates: Class A time—one hour, $6,760; half hour, $4,056; quarter hour, $2,704. Class B—one hour $5,720; half hour $3,432; quarter hour, $2,288. Five-minute periods, $1,495; one minute, $741. The new rates represent price decreases ranging from 14% to 26%, according to Michael M. Sillerman, Keystone president. In addition to rates, the new Keystone card contains a station reference guide, call letters, locations and market data.

Weston H. Settlemier

WESTON H. SETTLEMIER, 46, for the past 12 years member of Brisacher, Van Norden and Staff, San Francisco office, died Aug. 26. Prior to his joining the advertising agency he was assistant to the president of the California Citrus Growers Assn. and sales and advertising director for the M.J.B. coffee company, San Francisco. He is survived by his wife and two sons.

COORDINATION of radio coverage of "National Employ The Physically Handicapped" Week, Oct. 5-11, will be in the hands of the radio division of the Veterans Administration Public Relations Bureau, Washington, D. C.

NEARING COMPLETION is WCFC Beckley, W. Va.'s new $100,000 FM plant, shown here as drawn by the architect. The building houses studios, transmitter and offices and has a total of more than 7,400 square feet of floor space, according to the station. Construction is of steel, concrete and brick.

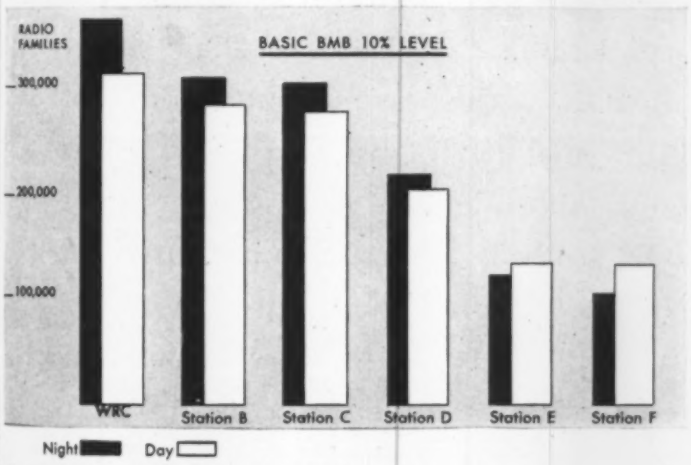
No matter how you break it down

WRC is Washington's First Station

BMB measured six stations in Washington—the four network outlets and two leading independent stations. No matter how you break down these BMB figures—by audience levels or geographical areas—WRC has a greater audience day *and* night than any other Washington station.

By Audience Levels

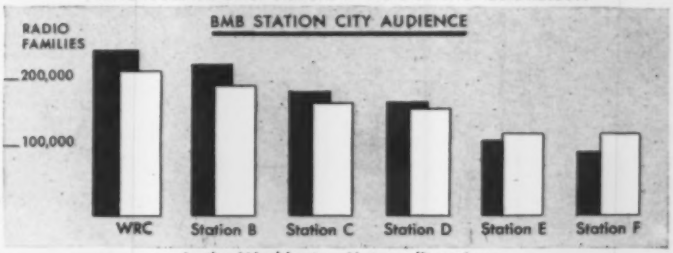
WRC leads all other Washington stations in *all* audience levels at night—and in 8 out of 9 audience levels in the daytime.



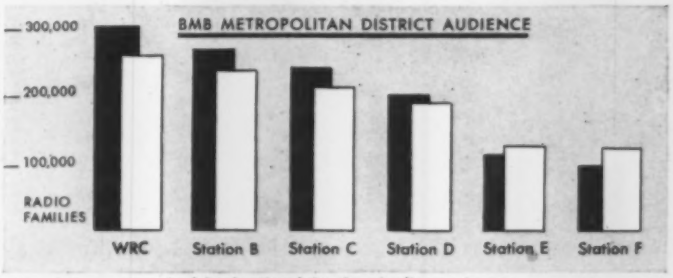
The above chart shows WRC leadership at the basic BMB 10% level. Complete decile comparisons available on request.

By Geographical Areas

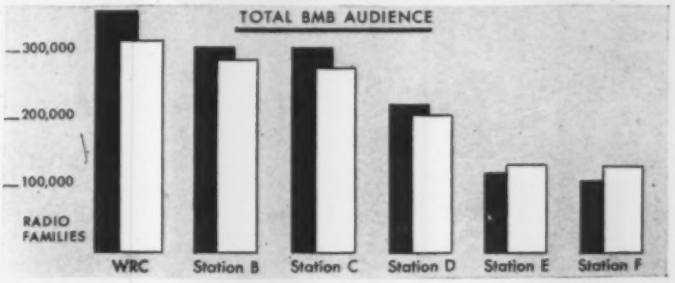
WRC leads all other stations in the District of Columbia...



In the Washington Metropolitan Area...



And in the Total Station Audience Area...



FIRST IN WASHINGTON

WRC

NBC

980 KC.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

KMOX brings a 1946 advertisement up to date:

Again in 1947, the People's Choice

...KMOX, "THE VOICE OF ST. LOUIS"

The new ~~1946~~ 1947 KMOX-CBS Listener Diary Study proves that KMOX is the way-in-front favorite of an overwhelming majority of listeners in St. Louis and throughout mid-America.

This KMOX study is an accurate measurement of listening habits and preferences throughout the KMOX ~~62~~ 71-county ~~Day-Night Primary Area~~ BMB 50-100% penetration area* The most comprehensive ever undertaken in this territory, it uses the CBS Listener Diary technique with balloting conducted by ~~C. E. Hooper~~ Benson and Benson, Inc. According to this independent research organization...

From 6:00 a.m. to 6:00 p.m., KMOX has the largest audience during ~~185~~ 219 of the 324 daytime

quarter-hours... ~~294%~~ 284% more "firsts" than any other St. Louis station! From 6:00 p.m. to midnight, KMOX has more listeners than any other St. Louis station during ~~97~~ 177 of the 168 nighttime quarter-hours... ~~162%~~ 369% more "firsts" than its closest competitor!

During the entire week, KMOX has the lion's share of the audience during more than ~~half~~ two-thirds of the total 492 quarter-hours... is in first place more often than all other St. Louis stations combined!

Once again KMOX is the people's choice. Which is why KMOX should be your choice. Get in touch with us or Radio Sales to pick the KMOX availability that will make your product a mid-America favorite.

COLUMBIA OWNED

KMOX

THE VOICE OF ST. LOUIS
50,000 WATTS

*BMB Study No. 1, March 1946. Since April 1947, "The Voice of St. Louis"—mid-America's first choice—has been reaching more listeners than ever before. With a new 470-foot antenna, at a new, more strategic site, and a new 50,000-watt transmitter, KMOX's half-millivolt line now embraces 25% more radio homes throughout a 39% larger area.

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS:
NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ATLANTA

GOT YOUR SCRUFF UP OVER BRISTLETOWN (Ky.)?

Quit growling about business in Kentucky, friend, and leave us scratch out a few facts for you.

First, Kentucky is a big State which has a lot of communities like Bristletown, Goforth and Stab, but only one *Louisville*. Second, Louisville and its Trading Area do more business than all the rest of the State *combined*. Third, the entire Louisville Trading Area is covered—and we mean *covered* —by *one* low-cost station (which is low-cost because it doesn't cover Bristletown, etc.). Fourth, we guess you see what we mean. . . .

If you want dog-gone good business in Kentucky, all you have to do is nose around, *where the business IS*. But brother, that ain't in Bristletown.

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

'CBS Views the Press' Gets Favorable Comments From New York Daily Papers

FAVORABLE newspaper comment on *CBS Views the Press*, the WCBS New York program criticizing news publications, was reported last week by the network headquarters as the show rounded out its 14th week on the air.

Among comments released by CBS were:

From the managing editor of the *New York Herald Tribune*: "Newspapermen are convinced that criticism is good for politicians, preachers, engineers, actors, industrialists, plumbers, labor leaders and in fact, all other trades and professions. How then can we complain about taking a sip of our own medicine?"

From the *New York Times*: " . . . There seems no valid reason why the newspapers should be immune to continuing review, if only because their admitted influence and importance in modern life is a wholly appropriate matter of public interest."

From a *New York Post* editor: "I am utterly in favor of critical comment whatever the source and welcome the . . . CBS program."

From the *New York World-Telegram*: "This kind of turnabout is no more than fair play. . . . I applaud the idea of *CBS Views the Press*. I like its frankness and fair judgment."

The WCBS program, prepared by the CBS news staff, features Don Hollenbeck as spokesman and is heard Saturdays 6:15-6:30 p.m.

NAB REQUESTS HEARING ON OPERATOR LICENSES

INFORMAL hearings on proposed revision of broadcast operator licenses has been asked by NAB in a petition filed with the FCC. The proposed new requirements were announced Aug. 1 [BROADCASTING, Aug. 4].

Three classes of broadcast operator licenses would replace the one type of license now required for technical operation of a broadcast station.

Four points raised by NAB member stations are cited: Desirability of assuring highest possible technical operating standards; necessity for licensing enough broadcast operators to meet needs of a growing industry; necessity for prescribing duties of each class to permit small stations to operate on limited budgets; desirability of protecting status of operators licensed under existing rules.

Open hearing at which various viewpoints can be fully aired was requested by NAB. Signing the petition were Don Petty, general counsel, and Bryce Rea Jr., attorney.

Yankee Football Games To Have Video Sponsor

SPRINGS Cotton Mills, Lancaster, S. C., and its selling representative, Springs Mills, New York, last week signed for television sponsorship of the Yankee professional football team's home games on WABD New York, Du Mont video station.

The Yankees began their eight home game schedule on Sept. 5, playing a night game at Yankee Stadium, New York. The remaining games will be played on Sunday afternoons at Yankee Stadium with the exception of the final game on Dec. 7 which is to be played with Brooklyn at Ebbets Field. Bill Slater will call the play-by-play action of the team. This is the initial entrance of Springs Mills into television.

ADVICE TO SPONSORS
Use of All Stations in City Unnecessary, Says WMUR

THE FACT that it is not necessary to use all radio stations in any market to reach all listeners is emphasized in the latest promotion piece of WMUR Manchester, N. H.

When a third station began operating in Manchester, WMUR found that local advertisers, probably because of newspaper buying habits, thought they now had to split their radio budget three ways. Actually, says the promotion piece, each paper does have a rather static group of readers and in order to reach all daily readers it is necessary to advertise in all papers, But, the station contends, quite the opposite is true of radio, for any one well-established station in a medium-sized city reaches very nearly all the listeners nearly every day—during some hour of the day or evening.

Since listening shifts from station to station, no one outlet can claim ownership of any single group of listeners, says WMUR. The only difference, the promotion piece points out, is that stations do vary greatly in their effectiveness, with some stations reaching more listeners more often every day.

WMUR's advice, therefore, is to concentrate on the one station with the most listeners at the time selected to broadcast.

Ad Course to Begin

24TH ANNUAL advertising and selling course, sponsored by the Advertising Club of New York, opening Oct. 9, will have 30 lectures. These will be followed by clinics on seven subjects: Sales promotion, sales training, advertising copy, radio, advertising production, export advertising and sales & advertising research.

Sweetest STORY ever told!—

Never—we believe—has any independent station had an opening so truly grand as ours. All Southern California welcomed us. Our appreciation to AFRA and Musician's Union (Local 47) for their gracious co-operation. And we want especially to thank these and others who participated in our Official Opening Program:

Gene Autry
Warner Baxter
Sheriff Eugene W. Biscailuz
Mayor Fletcher Bowron of Los Angeles
Vanessa Brown
Ken Carpenter
Charles Carroll
Cass County Boys
Spade Cooley
Raymond V. Darby
Brian Donlevy
Tommy Dorsey
Larry French
Reginald Gardner
Mayor Mark T. Gates of Santa Monica
Ann Gillis
Page Gillman
Ferde Grofe
Jon Hall
Bill Hay
Cong. Don Jackson
Gordon Jenkins
Frances Langford
Rosa Linda
Lee McGregor
Marilyn Monroe
Gene Nelson
Guy Bates Post
Lina Romay
Roy Roberts
Robert Walker
Helen Wills
Ray Whitaker and his orchestra

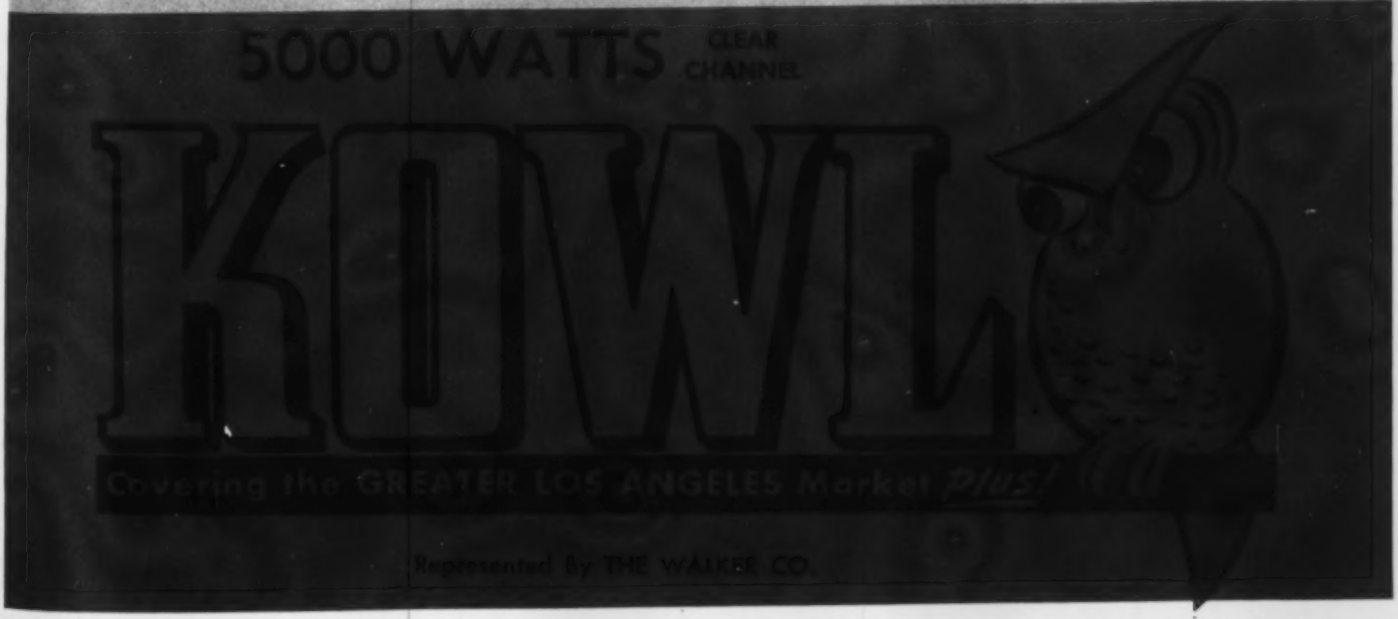
Sweetest COVERAGE ever sold!—

5000 POWERFUL WATTS—MORE powerful because of a minimum of distortion (2.8, unbelievably low)—MORE powerful because of Progar (first installation in California) which keeps modulation at constant level—MORE powerful because of lack of side band interference—MORE powerful because there is not a used or composite piece of equipment in the entire plant. It's all new—Western Electric Transmitter—Langevin Speech Input—Truscon Tower—only the best. This powerful coverage includes not only Greater Los Angeles of 4,000,000 people, but far beyond that—Santa Barbara over 100 miles to the north, Big Bear over 100 miles to the east, San Diego over 100 miles to the south. All bonus coverage to the regional or national advertiser at LOCAL RATES.

Owned & Operated by
ARTHUR H. CROGHAN
21 years in Radio

Sweetest BUY in Radio!

There's something new in the air over KOWL—sweet middle-of-the-road music—no jive—no double spotting—no paid religious. And the rates are refreshing too—¼-hour as low as $15.00 each. But get the complete story. For buying satisfaction refer to Standard Rate and Data NOW.



Amoco Sponsors Redskins Games on WMAL AM-TV

COMBINATION AM-TV operation is being set up by Kenneth H. Berkeley, manager of WMAL Washington for coverage of the Washington Redskins professional football games by American Oil Co., Baltimore. This is the fifth season of AM sponsorship by Amoco, and the first TV sponsorship by the firm.

Play-by-play accounts by Harry Wismer, ABC sports director, and Jim Gibbons, WMAL sports announcer, will be heard on both WMAL's AM program and that of WMAL-TV.

All six home games of the Redskins will be carried by WMAL and WMAL-TV. Arrangements for away games are still in the negotiation stage. Agency handling the Amoco account is Joseph Katz Co., Baltimore.

The Charlie McCarthy-Edgar Bergen program, sponsored by Standard Brands (Chase & Sanborn Coffee), Sun. 8:00-8:30 p.m. on NBC, returned to the air Sept. 7. J. Walter Thompson Co., New York, is the agency.

WEDDING BROADCAST
Ball Player's Marriage Aired
—By WWOD Lynchburg—

MARRIAGE of Glenn Nelson, new first baseman of the Lynchburg Cardinals (Piedmont League), performed at home plate in Lynchburg Stadium Aug. 25, was broadcast by WWOD, Lynchburg's 1-kw Mutual outlet, preceding the station's regular baseball broadcast.

The bridegroom, who is the league's leading hitter, and his bride, Miss Alberta Burns, both hail from Portsmouth, Ohio. Through the efforts of WWOD's promotion department they received many gifts from Lynchburg merchants and fans. A recording of the wedding ceremony was presented to the couple.

Invitation to participate in and to broadcast the ceremony was extended to WWOD by the Cardinals' management in appreciation of the station's contribution to sports in the Lynchburg area.

* * *

Bride and bridegroom receive recording of wedding broadcast at reception. L to r: Bill Howard, WWOD announcer; Norman Simpson, WWOD chief announcer; the bride, Mrs. Nelson; the bridegroom, First Baseman Nelson; Jack Weldon, manager of WWOD, and G. Everette Weaver, station's sales manager.

Coast Oil Firm's 22nd Season As Football Sponsor Heaviest

USING 98 STATIONS, Tide Water Associated Oil Co., San Francisco, this fall will sponsor college football game broadcasts for the 22nd consecutive year. Broadcast schedule, including 100 Friday night, Saturday and Sunday afternoon sportscasts, will be the heaviest ever undertaken by Tide Water, according to Harold R. Deal, manager of advertising and sales promotion for the company.

The schedule includes Pacific Coast Conference games and also those of prominent independent schools and the Universities of Nevada and Utah. Broadcasts will originate in Oregon, Washington, Idaho, Utah, California, Nevada, Arizona and Hawaii. Network hookup will include MBS, Inter-Mountain Broadcasting System, Arizona Broadcasting System and Aloha Network of Hawaii. In addition, the oil company will use a hookup of leading independent Pacific Coast stations.

Starting Sept. 19, the broadcasts will continue until Dec. 6. Tide Water will use 49 Western stations to broadcast the Southern California-Notre Dame classic Dec. 6.

Lineup of Stations

Stations scheduled to air the Tide Water sportscasts in Arizona are: KOOL and KTAR Phoenix, KCNA and KVOA Tucson, KWJB Globe - Miami, KYCA Prescott, KGLU Safford and KYUM, Yuma.

The lineup in Nevada will be KATO and KOH Reno and KBNE Boulder City.

Utah stations will be KVNU Logan, KLO Ogden, KOAL Price, KOVO Provo and KALL Salt Lake City.

In Hawaii Tide Water will use KHON and KGMB Honolulu, KTOH Lihue, KMVI Wailuku, and KIPA and KHBC Hilo.

In Idaho KRLC Lewiston, KWAL Wallace, KIDO Boise, KBIO Burley, KVNI Couer d'Alene and KRPL Moscow are on the Tide Water list.

Stations to be used in Oregon, Washington and California include:

Oregon—KALE KWJJ KEX Portland, KWIL Albany, KAST Astoria, KBND Bend, KOOS Coos Bay, KORE and KASH Eugene, KLBM La Grande, KSRV Ontario, KWRC Pendleton, KODL The Dalles, KRUL Corvallis, KBKR Baker, KWIN Ashland, KUIN Grants Pass, KFJI Klamath Falls, KRNR Roseburg and KSLM Salem.

Washington—KXRO Aberdeen, KELA Centralia, KRKO Everett, KWLK Longview, KGY Olympia, KVI Tacoma, KNEW and KREM Spokane, KPQ Wenatchee, KUJ Walla Walla, KIT KIMA and KYAK Yakima, KPKW Pasco, KING Seattle and KVAN Vancouver

California—KFRC and KSFO San Francisco, KHSL Chico, KIEM Eureka, KFRE KMJ KYNO Fresno, KMYC Marysville, KYOS Merced, KDON Monterey, KVCV Redding, KXOA and KFBK Sacramento, KXOB and KWG Stockton, KCOK Tulare, KLX and KROW Oakland, KSBW Salinas, FHJ KLAC and KMPC Los Angeles, KWKW Pasadena, KERN and KFAY Bakersfield, KXO El Centro, KPRL Paso Robles, KFXM San Bernardino, KGB San Diego, KVEC San Luis Obispo, KVOE Santa Ana and KDB Santa Barbara.

Use Veteran Sportscasters

A number of veteran Tide Water sportcasters will be heard again this season, Mr. Deal announced. In the Seattle area Ted Bell and Pat Hayes will team to present the games. Broadcasts originating in Spokane will be handled by Loyd Salt and Don Thomas. Oregon fans will hear Johnny Carpenter and Hal Byer. In Southern California Frank Bull will start his 19th year at a Tide Water microphone. Others will be Bill Welsh and Sam Balter. San Francisco area microphones will be manned by Ernie Smith, Lee Giroux, Carroll Hansen and Jack Shaw.

Nearly half a million vest-pocket sized Tide Water Associated Western football schedules will be distributed free through Tide Water dealers, Mr. Deal said. Car cards will also promote the broadcasts, as will 42 x 46 poster boards at all Tide Water gasoline stations. There will be 3,300 window posters. These will be posted each week by Tide Water dealers calling attention to the sportscasts of that week and stations carrying them. Weekly newspaper advertisements in papers in metropolitan areas of the Pacific Coast and Hawaii also will be utilized, Mr. Deal stated.

In addition, Western newspapers and several magazines will carry advertisements announcing Tide Water's 22nd year of football broadcasts. Also 1400 24-sheet posters will display "Drive to the Game with Arotane" copy, with illustration showing a typical football stadium scene.

Agency handling the Tide Water Associated account is Buchanan & Co., San Francisco.

MBS "Alexander's Meditation Board" program, currently heard Sun. 8-8:30 p.m. sustaining, effective Oct. 5 goes cooperative and it is understood that WOR New York, has already sold the show to an as yet undisclosed local advertiser.

Two Strikes

CONTRARY to popular belief, lightning struck the same place twice late last month when the WLAW Lawrence, Mass., 50-kw transmitter was struck by two bolts of lightning during a storm. First bolt shattered a 26-pair underground telephone cable, severing communication between the transmitter at Burlington and the outside. The second hit one of the three 440-foot towers, burning out a meter box and starting a slight fire. Engineers on duty played transcriptions until Chief Announcer Frederick P. Laffey raced 20 miles to present transcribed programs interspersed with newscasts. Engineers Morton Rowe, Edward Reimitis, Alden Doughty, Perley Tribou and Ernest Pfeiffer were on duty, along with Program Director James T. Mahoney.

Says Lack of Equipment Slows CBC FM Progress

SLOW EXPANSION OF FM broadcasting facilities by Canadian Broadcasting Corp. is due to scarcity of equipment, according to Dr. A. Frigon, CBC general manager. CBC operates FM transmitters at Toronto and Montreal, and plans expansion of FM broadcasting to Vancouver and Winnipeg.

Dr. Frigon also stated that no blanket ruling has been made in Canada as to duplicating AM programs on FM stations by the American Federation of Musicians in Canada. It is expected, however, that AFM in Canada will follow lead of AFM in U. S. regarding duplication. Under CBC rulings, all FM stations licensed to date must duplicate programs from AM affiliates.

Council Broadcast

FIRST BROADCAST of proceedings of the Texarkana, Ark., city council was aired by KCMC-FM Texarkana direct from the council's meeting room Aug. 26. The *Texarkana Gazette* gave the broadcast front-page attention with a two-column head in its Aug. 27 issue, playing up the fact that one of the alderman, H. L. Burke, was credited by KCMC-FM technicians with having an unusually pleasing radio voice.

Philco Report

SECOND QUARTER sales of Philco Corp. rose to $57,754,000 against $50,187,000 in the first period and $22,861,000 in the second 1946 quarter. Company has reported it had reduced its bank loans from $9,000,000 on April 30 to $3,000,000 currently.

A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today

SEE BACK OF INSERT ▸▸▸

COMPARATIVE NETWORK PROGRAM—SPONSOR SCHEDULES

EVE

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226)	Intern'l Silver Ozzie & Harriet (152)	Quaker Oats Those Websters (409)	Catholic Hour
6:15	Seeman Bros. Mon. Headlines (218)	"	"	"
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (161)	Cudahy Packing Co Hick Carter (385)	Am Home Prod. Ellery Queen (123)
6:45	"	"	"	"
7:00	Candid Micro. (171)	Wrigley Gene Autrey (153)	Trimount Sherlock Holmes (365)	Am. Tobacco Co Parr, Benny 10-5 (160)
7:15	"	"	"	"
7:30	These Sensational Years	Supersuds Blondie (147)	Mutual Acc. Assn. Gabriel Heatter (398)	F. W. Fitch Co Rogue's Gallery Harris-Faye 10-5 (157)
7:45	"		"	"
8:00	Sun. Eve. Hr.	Wildroot Sam Spade (159)	A. L. Alexander	Standard Brands Chas. McCarthy (143)
8:15	"	"	"	"
8:30	"	Philip Morris Crime Doctor (147)	Carter Products Jimmy Fiddler (260)	Standard Brands Front & Center Allen 10-5 (143)
8:45	"	*	Voices of Strings (260)	"
9:00	Andrew Jergens Walter Winchell (215)	Campbell Soup Corliss Archer (147)	Co-op MeatMeatParkys (300)	Sterling Drug Man M-Go-R'd (141)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Theatre Guild (180)	Texas Co. Tony Martin (159)	Pharmaco Jim Backus (375)	Sterling Drug Alb. Fam. Music (141)
9:45	"	"	"	"
10:00	"	Chrysler Christopher Wells (160) 9/28	Quiet Please (257) (287)	Eversharp Take It or Leave It (160)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	J. Hancock Point Sublime (16) 10/5	Edmund Hock-ridge (296)	Adam Hat Stores The Big Break (160)
10:45		"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.		Metro. Life Ins. E. Sevareid (25)	Repeat of Kid Strips	News John McVane
6:15		In My Opinion	"	Clem McCarthy 6:15-6:20
6:30		Co-op Red Barber	"	Ser. to Amer. 6:20-6:45
6:45		P & G Ivory L. Thomas (79) 9/29	"	Sun Oil Co. Lowell Thomas (33)
7:00	Co-op Headline Edition (53)	P&G Dreft Mystery of Week (45)	Fulton Lewis (339)	Liggett & Myers Supper Club (156)
7:15	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (79)	Michael Zarin	Miles Labs. News of World (134)
7:30	General Mills Lone Ranger (175)	Campbell Soup Club 15 (150)	Henry Taylor (379)	W. F. McLaughlin Manor Hse. Time (7)
7:45	"	Campbell Soup Robt. Trout (148)	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	Miles Labs. Lum 'n Abner (134)	Bremo Seltzer Inmre Sanctum (149)	Scotland Yard (306)	E. I. duPont Cav. of Amer. (147)
8:15	Honey Dreamers	"		"
8:30	Treasury Agent (206)	Lipton-Lever Arhtur Godfrey (145)	Pharmaco Charlie Chan (200)	Firestone Voice Firesione (135)
8:45	"	*	*	"
9:00	The Clock (178)	Lever-Lux Soap Radio Theatre (160)	Carter Products Gabriel Heatter (370)	Bell Telephone Telephone Hour (146)
9:15	"	"	White Hall Real Stories (10)	"
9:30	Sammy Kaye (176)	"	Guild Theatre Guy Lombardo (352)	Mars Inc. Dr. I. Q. (123)
9:45	"	"	"	"
10:00	Amer. Cyanamid Drs. Talk It Over (194)	Lever-Swann My Friend Irma (144)	Mail Pouch Tob. Fish n' Hunting (42)	Carnation Co Contented Hr. (149)
10:15	Buddy Weed	"	"	"
10:30		R. J. Reynolds Bob Hawk (154)	Ray Pearl Orch.	General Electric Fred Waring 10-6 (160)
10:45		"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.		Metro. Life Eric Sevareid (25)	Repeat of Kid Strips	News John McVane
6:15		In My Opinion	"	Clem McCarthy 6:15-6:20
6:30		Co-op Sports Red Barber	"	Serenade to Am. 6:20-6:45
6:45		P&G Ivory L. Thomas (79) 9/29	"	Sun Oil Co. Lowell Thomas (33)
7:00	Co-op Headline Edition (53)	P & G Mystery of Week (45)	Fulton Lewis, Jr (339)	Liggett & Myers Supper Club (156)
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (79)	Orchestra	Miles Labs News of World (135)
7:30	General Mills Green Hornet (160)	Campbell Soup Club 15 (144)	Richfield Corp. Arthur Hale (45)	W F McLaughlin Manor Hse Time (7)
7:45	"	Campbell Soup Robt Trout (144)	Bayuk Cigars los de Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	Miles Labs. Lum 'n Abner (134)	Sterling Drug Big Town (157)	Trimount Cloth'g Crime Cases (365)	Philip Morris Milton Berle (139)
8:15	Christian Science News (75)	"	Official Detective (350)	"
8:30	Co-op Town Meeting (56)	CPP Tooth Pwdr. Mr. Mrs North (148)	Am Safety Razor The Falcon (250)	Lewis Howe Co Date With Judy (145)
8:45	"	*	*	"
9:00		Gulf Oil We the People (115)	Serutan Co. Gabriel Heatter (156)	Lever Bros Amos 'n Andy (149) (9-30)
9:15	"	"	White Hall Co. Real Stories (10)	"
9:30	Summer Serenade (150)	Studio 1	Forum of the Air	S. C. Johnson War'ng, Fibber (144))10-7)
9:45	"	"	"	"
10:00	Museum Modern Music (153)	"	"	Lever Bros. Bob Hope (126)
10:15	"	"	Barry Gray (95)	"
10:30	Labor U. S. A. (116)	Return Engagement	Calif. Melodies (251)	Brown & W'mson Red Skelton (159)
10:45	NAM Summer Show	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus	Co-op World News	Y. P. Church Rev. P. Crawford (223)	World Ns. R'sup John McVane Co-op
9:15	"	Ballard & Ballard Renfro Folks (28)	"	Story to Order
9:30	"	"	Tone Tapestries (250)	Words & Music
9:45	"	Johnson Singers	"	Hudson Coal Co D. & H. Miners (13)
10:00	Tommy Bartlett	Church of Air	RadioBible Class (228)	Bible High Lights
10:15	"	"	"	"
10:30	"	"	Voice of Prophecy (250)	West'n Auto Circle Arrow (57)
10:45	"	"	"	Cameos of Music
11:00	Fine Arts Quartet	Wings o'r Jordan *	All-Ind. Hymn (243)	Voices Down Wind
11:15	"	"	"	"
11:30	Hour of Faith	Salt Lake City Tabernacle	Northwestern U. Review (188)	News Hilites
11:45	"	"	"	Campana Solitari Time (19)
12:00 N	Rel. Talks	Invitation to Learning	Pilgrim Hour Dr. C. Fuller (224)	Bunte Bros. World Front-Ns (11)
12:15 PM	Sunday Strings	"	"	"
12:30	"	As Others See Us	Lutheran Hour Dr. W. Maier (265)	Eternal Light
12:45	Raymond Swing	"	"	"
1:00	Warriors of Peace (124)	People's Platform	Mutual M. Show Levin Orch. (237)	America United
1:15	"	"	Am. Bird Prod. Am. Warblers (55)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Toni Co Breakfast Club (412)	Co-op News	Editor's Diary Henry LaCossitt (138)	Skelly Oil Hnymn. in N. Y. (23)
9:15	Swift & Co. Breakfast Club (127)	Okla. Roundup *	Shady Valley Folks (200)	"
9:30	"	"	"	Clevelandaires
9:45	Philco Corp Breakfast Club (242)	"	"	Nelson Olmsted
10:00	Libby, McNeill & Libby	Richard Willis	News Cecil Brown (161)	Man'tn Soap Katie's Daughter (36)
10:15	My True Story (196)	"	Faith Our Time (142)	Jack Kilty
10:30	Gen. Mills Betty Crocker (191)	Manhattan Evelyn Winters (163)	Say With Music Willard's Orch. (190)	P & G Road of Life (143)
10:45	Curtis Co Listening Post (202)*	Babbitt David Harum (54)	"	P & G Joyce Jordan (146)
11:00	P&G Break. Hollyw'd (234)	Liggett & Meyers Arthur Godfrey (*154)	Emily Post Quiz (113	Fred Waring *
11:15	Kellog Co Break. Hollyw'd (234)	"	Tell Your Neighbor (160)	"
11:30	Kellog Co Galen Drake (204)	Cont'n'al Bakery Grand Slam (47)	Philip Morris Ben Alexander (204)	Prud'tl Ins. Jack Berch (134)
11:45	West. Elec. Corp Ted Malone (136)	P & G Rosemary (68)	Serutan Co R. Maxwell (108)	B. T. Babbitt Lora Lawton (96)
12:00 N	P&G Welcome Trav. (183)	Gen. Foods Wendy Warren (155	Kate Smith Speaks (296)	"
12:15 PM		Lever Bros. Aunt Jennie (59)	U. S. Service R. Maxwell (108)	Echoes From Tropics
12:30		White Hall Helen Trent (76)	U. S. Service Bands (243)	Words & Music
12:45		White Hall Our Gal Sunday (79)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (68)	News Cedric Foster (126)	Special Music
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (77)	Red Hook 31 (100)	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Al Pearce (200)	Co-op News		Skelly Oil L. Burlingham (23)
9:15	"	Ballard & B. Renfro V. Folks (28)		Story Shop
9:30	"	"	News R. Hurleigh (95)	Bill Horson
9:45	"	Saturday's Rhythm		"
10:00	Wake Up and Smile (176)	Garden Gate	B. Harrington (119)	Frank Merriwell
10:15	"	Omnibook Lee Adams (29)		"
10:30	"	Pet Milk Mary Taylor (132)	Shady Valley Folks (200)	Swift & Co. A. Andrews (161)
10:45	"	"	"	"
11:00	Piano Playhouse	Cream of Wheat Let's Pretend (146) *	Pauline Alpert (166)	Meet the Meeks
11:15	"	"		
11:30	Junior Junction (139)	W. A. Sheaffer Adventurer's Cl (156)	Say with Music Willard Orch. (193)	Home What U Make It
11:45	"	"	"	"
12:00 N	Texas Jim Robertson	Armstrong Court Theatre of Today (160)	Pan-Americana Starr Orch. (252)	Barr ault Wash. News
12:15 PM	Melodies to Remember (81)	"	Week in Wash. Albert Warner (261)	Public Affairs
12:30	American Farmer (88)	Bowey's Stars Hollywood (52)	Flight into Past U. S. AAF Band (253)	Brown Shoe Smin' Ed McCon (156)
12:45	"	"	"	"
1:00	Youth Asks Government (74)	P Ilsbury Grand Cen. Sta. (132)	Lnchn. Sard 's Bill Slater (101)	Nature Sketches
1:15	"	"	"	Sat. Matinee

	ABC
1:30	Raymond Lab. & Hudnut Co. S. Kaye (147)
1:45	(1:55-2:00 *
2:00	Lee Sweetlan
2:15	"
2:30	National Vespers (74)
2:45	"
3:00	Morrell & Co. Lassie (105)
3:15	Johnny Thompson
3:30	This Week Round the World (159)
3:45	"
4:00	Are These Our Children (153)
4:15	"
4:30	Lee Sweetland Show (172)
4:45	"
5:00	Dr. Pepper Co. Darts for Dough (169)
5:15	"
5:30	Schutter Candy Counter Spy (169)
5:45	"

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News John McVane
"	Clem McCarthy 6:15-6:20
"	Serenade to Am. 6:20-6:45
"	Sun Oil Co. Lowell Thomas (33)
John Lewis, Jr. (339)	Liggett & Myers Supper Club (156)
Orch.	Miles Labs. News of World (135)
Electrics Union Leland Stowe	W. F. McLaughlin Manor Hse Time (7)
Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Crime Club (35)	Colg.-Palm-Peet Dennis Day (150)
Johnny Modero	Kraft Foods Gildersleeve (126)
"	"
"	"
Carter Products Gabriel Heatter (372)	Jinx, Duffy's Tav. (134) 10-1
White Hall Co. Real Stories (12)	
"	"
What's the Name of that Song? (310)	Bristol-Myers Dist. Attorney (133)
"	"
Shadows of the Mind (167)	Am. Cig. & Cig. The Big Story (159)
"	"
Latin American Serenade (146)	Rexall Stores Theatre, Durante (160) 10-1
"	"

THURSDAY

ABC	CBS	MBS	NBC
	Metro. Life Ins. Eric Sevareid (25)	Repeat of Kid Strips	News John McVane
	In My Opinion	"	Clem McCarthy 6:15-6:20
	Co-op Sports Red Barber	"	Serenade to Am. 6:20-6:45
	P&G Ivory L. Thomas (79) 9/29	"	Sun Oil Co. Lowell Thomas (33)
Co-op Headline Edition (53)	P & G Mystery of Week (45)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156)
Co-op Elmer Davis (46)	P & G Jack Smith (79)	Orch.	Miles Labs News of World (135)
Challenge of Yukon	Campbell Soup Club 15 (144)	Richfield Co. Arthur Hale (45)	Grand Marque
"	Campbell Soup Robt. Trout (144)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Miles Labs. Lum n' Abner (134)	Roma Wine Sussense (87)	Let's go to the Movies	General Foods Aldrich Family (140) 10-2
Christian Science News (74)	"		"
The Clock	Whitehall Mr. Keen (116)	Scarlet Queen	General Foods Burns & Allen (143)
"	"	"	"
"	"	"	"
General Electric Willie Piper (164)	Auto-Lite Dick Haymes (156)	Serutan Co. Gabriel Heatter (156)	Kraft Foods Co. Music Hall (139)
"	"	White Hall Co. Real Stories (10)	"
Mr. President (177)	Anchor-Hocking Crime Photog. (144)	Block Party (382)	Sealtest Village Store (74)
"	"	"	"
	Hall Brothers Readers Digest (157)	The Family Theatre (269)	R. J. Reynolds Mystery in Air (151)
	"		Hawk, 10/2
Hoosier Pop.	General Motors Man Called X (159)	Dance Orchestra	Pabst Sales Co. Blue Ribbon Time (146)
Earl Godwin	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
	Metro. Life Ins. Eric Sevareid (25)	Repeat of Kid Strips	News John McVane
	In My Opinion	"	Clem McCarthy 6:15-6:20
	Sports Co-op Red Barber	"	Serenade to Am. 6:20-6:45
	P&G Ivory L. Thomas (79) 9/29	"	Sun Oil Co. Lowell Thomas (33)
Co-op Headline Edition (53)	P & G Mystery of Week (45)	Fulton Lewis, Jr. (331)	Liggett & Myers Supper Club (156)
Co-op Elmer Davis (46)	P & G Jack Smith (79)	Orchestra	Miles Labs News of World (135)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (144)	Gen. Motors Henry Taylor (379)	W. F. McLaughlin Manor Hse Time (7)
"	Campbell Soup Robt. Trout (144)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Norwich Phar. Fat Man (136)	General Foods Baby Snooks (148)	Philco Corp. Burl Ives (252)	Cities Service Co. Highwaysin Mel. (83)
"	"	Holly House	"
Equitable Life This Is Your FBI (221)	General Foods Thin Man (146)	Leave It to the Girls	Colg.-Palm-Peet CanYouTopThis? 10/3 (141)
"	"	"	"
Bristol-Myers Break the Bank (183)	Borden Arthur's Place (160)	Noxema Co. Gabriel Heatter (157)	Brown & W'mson't. People are Funny (159)
"	"	White Hall Co. Real Stories (10)	"
Pacific C. Borax The Sheriff (191)	P & G FBI (84)	Informa. Please (288) 9/26	Sterling Drug Waltz Time (140)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Sports (254)	Philip Morris It Pays to be Ig. (144)	Meet the Press (277)	Centaur Co. Mystery Theatre (140)
"	"	"	"
"	Coca-Cola (157) (10/3)	Date Night	Colg.-Palm-Peet Sports Newsreel (70)
"	"	"	Speaker from Washington

SATURDAY

ABC	CBS	MBS	NBC
Vagabond	News & Bill Shadell	Moreno Orch.	News Summary
Betty Russell	Word from the Country	Beneke Orch.	Rhapsody of the Rockies
Sports, N. Y. (107)	Sports Review	Cecil Brown	Boston Tune Party
Earl Godwin	News Larry Lesueur		Art of Living
	Co-op Hawk Larabee	Hawaii Calls (360)	NBC Symphony
	"	"	"
Museum of Modern Music (140)	Sound-Off	News & Sports (390)	Mars Inc. Curtain Time (126)
"	"	F. H. LaGuardia (136)	"
Deal In Crime (207)	Campana First Nighter (59) 10/4	Ronson Metal 20 Questions (188)	P & G Life of Riley (136)
"	"	"	"
General Mills Famous Trials (164)	Sweeney & March	The Better Half (362)	P & G Truth or Conseq. (136)
"	"	"	"
E. Waterman Gangbusters (197)	Bill Goodwin	Listen Carefully (300)	Am. Tobacco Co. Your Hit Parade (160)
"	"	"	"
Murder and Mr. Malone (68)	R. J. Reynolds Vaughn Monroe (155)	High Adventure (300)	Colg.-Palm-Peet Judy Canova (142)
"	"	"	"
American Oil Prof. Quiz (101)	Pet Milk Sat. Nite Ser. (72)	Chicago Theatre of the Air (390)	Colg.-Palm-Peet Kay Kyser 10/4 (142)
"	"	"	"
HayloftHoedown (107)	Abe Burrows	"	R. J. Reynolds Grand Ole Opry (149)
"	Entertainers Show	"	"

SUNDAY

CBS	MBS	NBC
Time for Reasoning	For Your Approval	Ch c. Rd. Table
A. K. Smith London	"	"
ews Weekly	Stephen Graham Family Dr. (210)	RCA Victor Show (152)
"	"	"
Nat. Red	News Bill Cunningham (210)	Int. Harvester Harvest-Stars (157)
Bres Co. k's to You 7)	Veteran Wants to Know (150)	"
Symphony	H. C. Cole Minz. Variety Show (100)	Sheaffer Pen Parade (148)
"	"	"
	General Foods Juvenile Jury (330)	Stand. Brands 1 Man's Fam. (144)
"	"	"
	General Foods House Mystery (374)	Miles Lab Quiz Kids (145)
"	"	"
Nestle Co. 5m Hour 5)	Wilmsn. Candy True Detective (397)	Musicanna
"	"	"
Mutual Ins. 5m Hour 5)	O. L. W. The Shadow (85)	NBC Symph.
"	"	"
Kellogg Co. Tim Tahlee 5)	Melbros Watch Quick as a Flash (363)	"
C Hirsch	"	Ford Motor Co. Ford Theater (163)

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
	P & G Dr. Malone (46)	Merv Griffin Show (227)	Robt. McCormick Co-op
	P & G Guiding Light (78)	Ralston Purina Chd. Jamboree (152)	Robt. L. Ripley Co-op
Co-op Walt Kierman (47)	G. F. LaF. Salina 2nd Mrs. Burton (65)	Miles Labs Philip Morris Armour Queen for Day	Gen. Mills Today's Children (132)
Co-op Ethel & Albert (42)	P & G Perry Mason (84)	Jack Bailey (213)	Gen. Mills Woman in White (132)
Sterling Drug Bride & Groom (201)	Carnation Lone Journey (62)	Mart'n Block (332)	Gen. Mills (2:43 Betty Crocker 132)
"	Manhattan Rose of Dreams (159)	Semler M-W-F 10/13	Gen. Mills Light of World (48)
Quaker Oats Ladies be Seated (235)	Campbell Soup Double or Noth'g (41)		P & G Life-Beautiful (98)
Toni Co. Ladies be Seated (232)	"		P & G Ma Perkins (144)
Nat. Biscuit Co. Waiteman Club (227)	Winner Take All	Pharmaco Song of the Stranger	P & G Pepper Young (133)
R. J. Reynolds Co. Whiteman Club	"		P & G Right to Happiness (142)
Nestle's Prod. Whiteman Club (193)	Armour & Co. Hint Hunt (124)	Erskine Johnson (343)	Sterling Drug Backstage Wife (142)
Wesson Oil Whiteman Club (183)	"	Johnson Family Jimmie Scribner (337)	Sterling Drug Stella Dallas (142)
R. B. Semler Date with Duchin (184)*	Give & Take	Two-ton Baker (352)	Sterling Drug Lorenzo Jones (142)
Co-op Dick Tracy (40)	"	C. C. Serenade Starr Orch. (210)	Sterling Drug Y. Widder Brown (142)
Ward Bak. Co. Tenn Jed (22)	Co-op House Party	Melody Theatre (340)	Gen. Fds When Girl Mar's (76)
Quaker Oats Co. Terry & Pirates (234)	"	Kelloggs Superman	Gen. Fds Portia Faces Life (87)
General Mills Jack Armstrong *	Treasury Bandstands	Hop Harrigan (340)	Whitehall Just Plain Bill (57)
Derby Foods Sky King *	Miles Lab. Lum 'n Abner (133) 9/29	Ralston Purina Tom Mix (414)	Whitehall Front Page Far'l (56)

SATURDAY

ABC	CBS	MBS	NBC
Our Town Speaks	Borden County Fair (161)	Bands for Bond (273)	Vet. Adv't. Ty Krum Co-op
"	"	"	News Elmer Peterson
Fascinating Rhythm	Ton Co. Give & Take (158)	Har. Hosp. Club Willie Bryant (200)	Allis-Chalmers Nat. F. & Home (160)
"	"	"	"
Hit Toppers	Country Jour.	This is Jazz (297)	The Baxters
This is for You	"	"	Camp Meetin'
Speaking of Songs (157)	Treasury Bandstand	Barry Gray Show (144)	Swift & Co. Archie Andrews
"	"	"	Sat. Showcase
Sunset Roundup	Seth Grainar	Sports Parade (263)	Yr. Host, Buffalo
"	"	"	"
Horse Races	Horse Races	Dance Orch.	Storehouse of Music
Stars in the Afternoon	Joey Kerns Orch	"	"
Horse Races	Adv. in Science		Musicana
Treasury Show	Of Men & Books		"
Saturday Concert (166)	Cross-Section USA		E. Tomlinson
	"	Dance Orch.	3 Suns Trio
	At the Chase	Ray Cincione's Orch.	Ton Co. Mel Torme (160)
	"	Rev. Cam. Co. Jan August Show (375)	Wildroot King Cole Trio (159)

* EXPLANATORY NOTES

ABC
10:45-11:00 AM Tuesday, Cluff Aluminum Products Co. sponsors Club Time over 47 stations; Thursday, 10:45-11:00 AM, is remaining time. (Song Spinners)
4:30-4:45 PM Tues.-Thurs., Toby Reed...
5:30-6:00 PM Jack Armstrong sponsored by General Mills and Sky King sponsored by Derby Foods are heard on alternate days, Monday through Friday.
1:30-2:00 PM Sun., Brown and Williamson sponsors Fact or Fiction 164 stations.

CBS
12:00-12:05 AM Sun-Sun Clock sponsored by Sweets over 140 stations.
11:00-11:30 AM Tuesday and Thursday Arthur Godfrey is sponsored...
9:15-9:30 AM Thurs. and Fri., Bulova and Ballard sponsors Arthur Valley Folks, 58 stations.
8:55-9:00 PM Mon.-Fri., Johns-Manville sponsors Bill Henry News, 52 stations.
8:55-9:00 PM Saturday-Sunday, Liberty sponsors Neil Calmer News, 116 stations.

MBS
8:25-9:00 PM Monday, Wednesday and Friday, R. B. Semler sponsors Billy Rose Show, starting 9/26. On Tuesday and Thursday, 8:25-9 PM Mutual sponsors Billy Rose Show, starting 10/14.

NBC
11:00-11:30 AM Tuesday and Thursday, American Meat Institute sponsors Ford Waring Show on 133 stations. On Friday, 11:15-11:30 AM, Minnesota Valley Canning Co. sponsors Waring Show on 160 stations. Waring is remaining Aces, Wed...

BROADCASTING

A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today

Radio doesn't stand still. Vigorous new things keep happening in its solid maturity, as in the days of its youth. Yet in all of the swift confusions of radio's growth and changes some simple basic yardsticks remain, with which to measure radio network values.

What are these yardsticks?

1. **Completeness of coverage**
2. **Balance of facilities**
3. **Balance of program schedules**

These combine to give a sometimes-overlooked (but very basic) measure of network efficiency:

How many listeners delivered at what cost?

We have applied all these yardsticks to all the networks in a new CBS study; a useful measure of the *coverage* and *economies* of the networks.

The figures show, simply and clearly, that CBS is the most effective network in America, today.

To see the study—and to get the utmost in radio values...

SEE CBS...THE COMPLETE NETWORK

CBS MAKING GREATER USE OF VIDEO PICK-UPS

BEGINNING Sept. 4 for the next five weeks, CBS television programs began operating at actual location, reporting events as they occur by means of mobile pick-up equipment.

A flying school course comes directly from an airport. A cooking program brings the audience into the kitchen of a famous New York restaurant. An audience participation program titled *Party Line* is being televised from the main offices of an industrial organization with John Reed King as m.c. of the series, which permits the audience to take part in the show via telephone. Bill Leonard, m.c. on *This is New York* is traveling with the WCBS-TV mobile crew around the city to interview people.

In announcing these new programs, Worthington Miner, CBS director of television said, "We anticipate that this departure in our programming will accomplish important objectives. It will lift the mobile pick-up from its present status as a technical device for special events broadcasts to one of full-fledged entertainment and educational values."

McNeil Says Television Helps Sports Attendance

DESPITE warnings of some promoters and their dire predictions of effects of televising their events, every sports arena is enjoying vastly increased gate receipts over last year," John McNeil, general manager of WABD New York, Du Mont video station, stated last week. He pointed out that attendance at Jerome Stadium, Bronx, N. Y., has increased 25% since bouts were telecast and that baseball paid admissions are making new records this year, despite the absence of free pocket money.

"Radio gave sports promoters the identical jitters," Mr. McNeil concluded, "but now radio is generally credited with the phenomenal rise in interest."

CBS Lists New Co-op

CBS last week announced that beginning Oct. 6 *Winner Take All*, current quiz sustainer, would be available for co-op sponsorship, now that one of its current cooperative programs, *House Party*, will be sponsored in its entirety by General Electric Co. effective Dec. 1. *House Party*, currently heard Mon.-Fri., 5-5:30 p.m., will shift to 3:30-4 p.m., on Oct. 6 and *Winner Take All* now heard 3:30-4 p.m., five times weekly, will shift to 4:30-5 p.m., on Oct. 6.

STAR OF ABC'S *The Tales of Willie Piper*, Billy Redfield (second from l), shakes hands with C. Dudley Foster, director of publicity and promotion for BBDO, agency handling General Electric Co. Lamp Division's sponsorship of show. Gordon Auchinloss (center) directs program, which started under sponsorship on ABC Sept. 4. At far left is Fred Thrower, ABC's vice president in charge of sales, at far right Robert Buechner, BBDO radio account executive for General Electric.

Increased Number of Stations Fail to Augment Listenership

THE INCREASE in the number of radio stations within the past year has failed to bring about a corresponding increase in radio listening, a special analysis prepared for BROADCASTING by C. E. Hooper, Inc., revealed last week.

The analysis was based on studies of listening in 17 of the 36 Hooper checking cities where a total of 26 new stations have taken to the air during 1946-47.

Although the number of stations in the 17 cities have increased by 31.7%, sets-in-use have risen only 8.5%, the survey showed.

Daytime average sets-in-use in January-July, 1946, showed a 3.7% gain over 1945; January, July, 1947, showed a 4.7% gain over 1946 and an 8.5% gain over 1945.

The Hooper analysis further indicated that the 8.5% increase in listening may have been traceable to the increase in the number of "available homes" in 1946-47 as compared with 1945 and not to the increase in stations.

Support for that contention was seen in figures for average sets-in-use for all 36 Hooper checking cities where listening seemed to increase at a higher rate than it had in those 17 cities where new stations had gone on the air.

In the 36 Hooper cities, January-July, 1947, sets-in-use showed an 11.5% gain over 1945 as compared with the 8.5% rise in the 17 cities with new stations.

Who Said That?

WHEN a station receives word from two distant parts of the country that listeners have picked it up, it ordinarily is most pleased. Well, that's what happened to KGAF Gainesville, Tex., but its reaction is strictly bewilderment, for KGAF is still under construction and doesn't even have a transmitter as yet. Letters from Parkville, Md. and Highland Falls, N. Y. said they heard "Moonlight and Roses" at 3:40 a.m. on Aug. 21, followed by "Station KGAF Gainesville, Tex., broadcasting on 1580 kc with a power of 250 watts." The station plans to take the air Sept. 15.

NBC Presents 83 Hours Of TV in 11-Day Period

CLAIMING to have broken all previous television records, NBC last week announced that it presented more than 83 hours of television programs during the 11-day period from Aug. 22 through Sept. 1. During this period NBC Television reports that it set a week-long record when its video station WNBT New York was on the air 60 hours from Aug. 26 through Sept. 1.

Four days coverage of the American Legion's 29th annual convention accounted for approximately 30 hours of telecasting and, in addition, NBC Television also covered the N. Y. Giants baseball games, the Davis Cup finals, boxing bouts and trotting races.

ATLANTIC REFINING CO., Philadelphia, is to sponsor play-by-play of 12 Philadelphia Eagles pro grid games and 8 Temple U. games on WIBG Philadelphia.

Reporting Service Started by FCC Bar

Will Keep Latest Information On Commission Rules

ADMINISTRATIVE reporting service has been projected by Federal Communications Bar Assn. to provide and keep up-to-date FCC rules, engineering standards, pertinent statutes and orders of the FCC and the courts. The association's Executive Committee, of which John H. Midlen is secretary, last week sent out notices inviting attorneys, consultants, station owners and others to take the service.

The plan was approved at the association's last meeting, with the committee instructed to make arrangements. Compilation will be handled by the administrative reporting firm of Pike & Fisher, Washington. Service will not be started until 100 three-year subscriptions at $120 a year have been received.

Notices of the service will be distributed at the FMA and NAB annual conventions. Members of the special committee in charge of the service are Neville Miller, Arthur W. Scharfeld and Russell Rowell.

Volume I will contain a complete and amended reprint of all relevant statutes, FCC Rules and Regulations pertaining to radio, all engineering standards, and miscellaneous material such as appellate court rules and sections of the Urgent Deficiencies Act.

Statutes, rules and standards will be annotated with legislative history, policy statements and interpreations by the Commission, with liberal cross references. Volume II will serve as a current reporter of administrative and court decisions relating to the FCC as well as tax, contract, fair trade and anti-trust litigation.

Volume III will consist of a digest of Commission decisions and all relevant court decisions. Federal Radio Commission decisions will be included along with court decisions. The digest will be kept current.

Cole Back

H. C. COLE MILLING Co. (Omega flour), Chester, Ill., which last winter cancelled *Smilin' Ed McConnell* because of the wheat shortage, will return to network radio Oct. 4 with program as yet unselected. Gardner Adv., St. Louis, has signed 26-week contract with MBS for 3-3:30 EST, Saturdays.

MINNEAPOLIS City Council unanimously adopted a resolution commending WCCO Minneapolis, for its recent series of programs, "Neither Free Nor Equal," a point-blank attack on racial and religious discrimination in Northwest.

Great moments in the life of a radio station

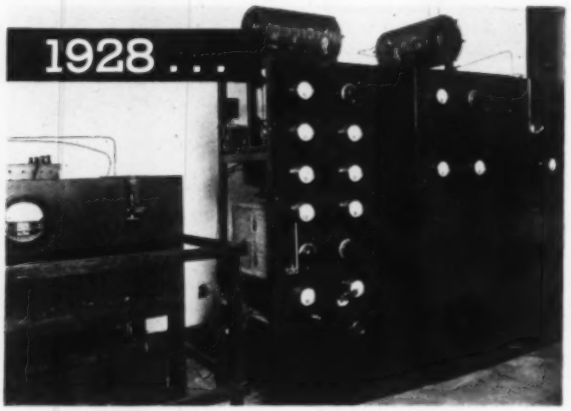
WWL

25 YEARS OF SERVICE

1st Broadcast from WWL: Father Edward A. Cummings, S.J., president of Loyola, speaks over WWL—a 10-watt transmitter, made from $400 worth of spare parts from a Government War Surplus ship. The studio audience—20 Loyola students—gave a spontaneous cheer at conclusion of historic broadcast.

One of the first WWL studios

1923—10-watt power
1924—50-watt power
1927—500-watt power



5,000 Watts
—and this was the WWL transmitter

1946 . . .

WWL's

FM

affiliate begins operations

WWLH

New "Silver Anniversary" Studios opened

1922 . . .

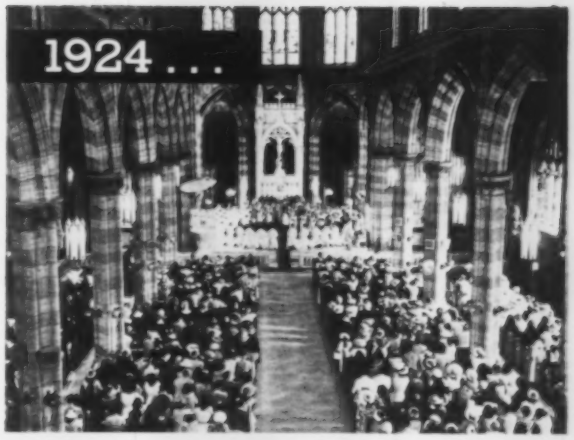
1st MUSIC BROADCAST IN THE SOUTH

A recording of John McCormack singing "When Irish Eyes Are Smiling" is broadcast over WWL.

THOMAS A. EDISON: The great inventor's first address to the American people was "transcribed" and carried over WWL.

THE BOSWELL SISTERS: New Orleans' famed music trio played and sang over WWL while still in high school.

1924 . . .



1st Mass Broadcast from Holy Name Church

This program is still broadcast every Sunday over WWL—one of the oldest continuous programs in the nation.

1931 . . . 10,000 WATTS

1935 . . .

"We take you to the Columbia Broadcasting System"

1938 . . .

50,000 WATTS

The greatest SELLING power in the South's greatest city . . . 1st in retail sales . . . 1st in wholesale sales.

Today . . .

1st in Public Service

1st in Merchandising

1st in the Hearts of All the People

WWL

NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.

UP, ACME INAUGURATE PICTURE-NEWS SERVICE

A NEW picture-news service for television stations was announced last week in New York by the United Press and Acme Newspictures Inc.

The service, which was to begin yesterday (Sept. 7) with WNBT New York and WRGB Schenectady as its first clients, will provide 26 programs a week. Weekdays it will distribute two five-minute spot news shows for evening audiences, one five-minute woman's show and one five-minute documentary. Two five-minute spot news shows will be sent Sundays.

Pictures will be received at stations on Acme telephoto receivers; scripts coordinated with the pictures will be delivered by UP wire.

The service was described as at least a temporary answer to the difficulties of putting spot news from world-wide sources on television.

CBS Realigns Fall Sustaining Schedule To Make Room for Football, Other Shows

WITH the impending football season and the return of many commercial programs this fall, CBS last week announced a realignment of its sustaining schedule.

When the football season opens on Sept. 27 for CBS with the North Carolina-Georgia game, four regularly scheduled Saturday afternoon programs will go off temporarily. *Columbia's Country Journal*, currently 2:30-3 p.m., will be off the air Oct. 4-Dec. 6, but Don Lerch, CBS farm editor, will continue active and there are plans for a special program set up for him.

Other Saturday programs to be discontinued from Sept. 27 through Dec. 6 are *Adventures in Science*, 4:30-4:45 p.m.; *Of Men and Books*, 4:45-5 p.m., and *Cross-Section U. S. A.*, 5-5:30 p.m.

The Robert Q. Lewis Show will be expanded to 45 minutes and shifted to 2-2:45 p.m. Sunday, and Bob Reid's quarter-hour song program is being cancelled due to the expansion of the Lewis show. Mr. Reid's songs will be integrated in the Lewis program.

CBS Is There and *Escape*, which were discontinued Aug. 18, will return to the air in October. *CBS Is There* will return on Oct. 7, Tuesday, 10:30-11 p.m., and *Escape* will replace *Doorway to Life* Oct. 1, Wednesday, 10:30-11 p.m. *Doorway to Life* will switch, effective Oct. 5 to Sunday, 1:30-2 p.m.

Invitation to Music, currently heard Wednesday, 11:30 p.m.-12 midnight, Oct. 12 moves to Sunday at the same hour.

SHORTWAVE broadcasts to Europe and Far East on fight against cancer have been started by American Cancer Society in cooperation with State Dept.'s OIC programs.

NBC SAFETY PROJECT
Helicopter Spots Congestion; Motorists Warned

NBC's CENTRAL Division newsroom, Chicago, set what it thinks was a precedent Labor Day in providing public service to its listeners. To assist an estimated one million vacationers in returning to Chicago safely, NBC chartered a helicopter and enlisted the aid of the Cook County Sheriff's Office to make an aerial survey of congested areas. As the helicopter sighted particularly dangerous traffic bottlenecks it relayed the information to William Ray and his staff of NBC newsmen who reported the traffic warnings at 15-minute intervals over WMAQ from 4-8 p.m.

The Cook County Traffic Dept. said thousands of cars were observed carrying out instructions they got through their car radios.

One station *blankets* the Upper Midwest

One station . . . KFYR . . . gives you *complete* coverage of the Upper Midwest with one message—one rate. No other station in America gives you such a vast primary coverage area.

KFYR's happy combination of favorable frequency (550 kc.), high ground conductivity, and masterfully engineered antenna system results in a 10% BMB area embracing 160 U. S. counties *plus* 51 Canadian census subdivisions . . . an area no alert advertiser can overlook.

Even more important, KFYR's 22 year policy of building programs to suit the special tastes of the Upper Midwest has created an audience loyalty that pays off where it counts—at the sales counter.

KFYR can build sales for *your* product.

Ask any John Blair man for availabilities.

KFYR Bismarck, N. D.

NBC Affiliate

5000 Watts — 550 Kilocycles

National Representative: JOHN BLAIR & CO.

INITIAL ISSUE OF BMB QUARTERLY OFF PRESS

INITIAL issue of the BMB Quarterly, dated September, has been published by BMB. Two of its six feature articles analyze BMB audience data, another describes the Bureau's forthcoming interim audience measurement and the remaining articles are contributed.

Daniel Deneholz of the Katz Agency, New York, has written on uses to which a station representative puts BMB data., E. P. H. James, MBS vice president in charge of advertising, promotion and research, wrote on the MBS engineering measurement of station coverage and the third is a reprint of an article by Alfred Politz and Richard Brumbach on the reliability of mail surveys. Lead article of the issue is based on the Bureau's analysis of its own station audience data.

The quarterly carries the first description of BMB's interim station audience measurement, which will be made in March, 1948. The issue also contains several pages of questions and answers about various phases of BMB.

BMB Extends Deadline

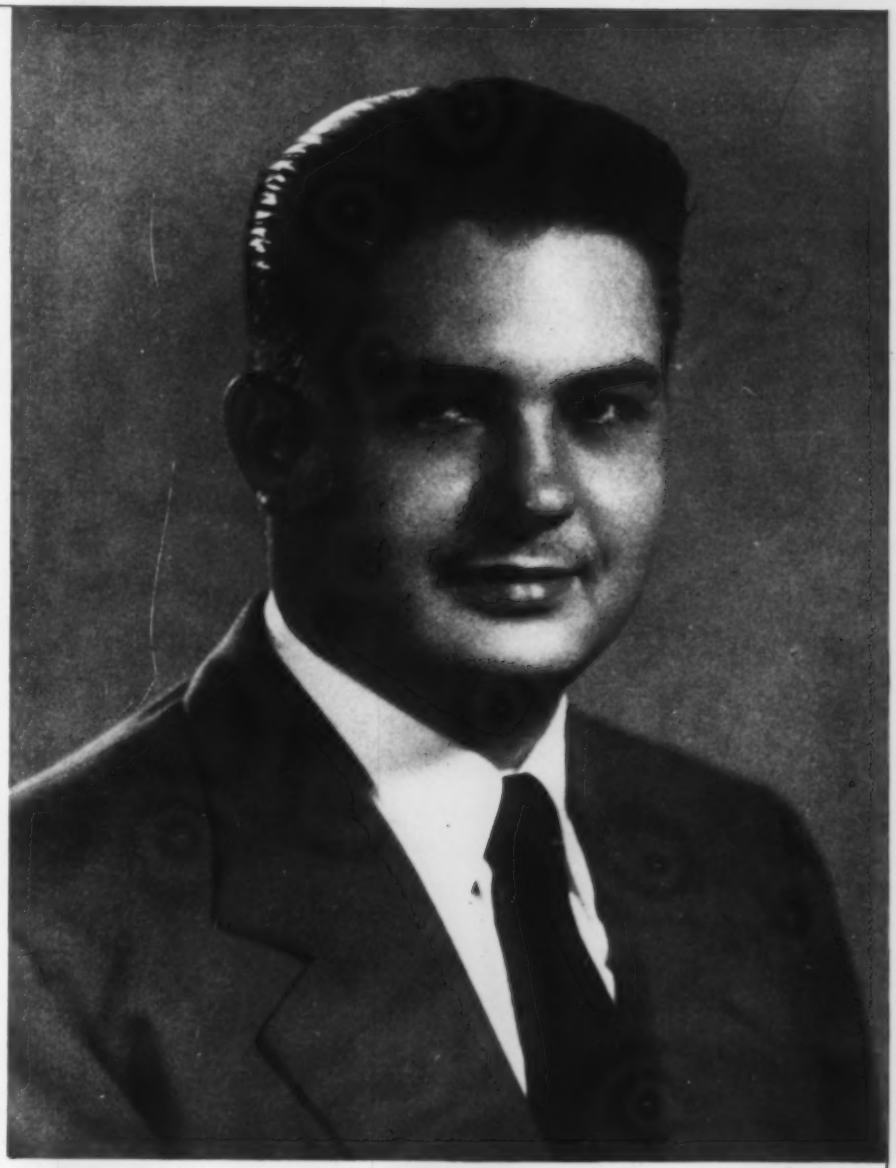
DEADLINE for earning BMB "early subscription" discounts has been extended from Sept. 15 as previously announced to Oct. 1, the BMB executive committee announced last week. Renewal subscriptions mailed prior to Oct. 1, 1947, are entitled to 10% discount on the first 12 months fees, new subscriptions to 5% discount.

JUST seven months after KXLW St. Louis, went on air it has put into service a completely new $6,500.00 transmitter. Station has been using secondhand transmitter borrowed from WTAD Quincy, Ill., because manufacturer was unable to make delivery on new equipment when station went on air.

ANNOUNCING

the

APPOINTMENT of



T·H·S

J. S. "JIM" AYERS

MANAGER

ATLANTA OFFICE

120 MARIETTA STREET

CYPRESS 1323

TAYLOR - HOWE - SNOWDEN

Radio Sales, INC.

SALES OFFICES: New York • Chicago • Dallas • Los Angeles • San Francisco

Atlanta

HOW WELL DO YOU KNOW YOUR MARKETS?

A TIMELY MARKET QUIZ FOR SALES-MINDED EXECUTIVES

What is the Effective Buying Income of Memphis and the Mid-South Market?

1. $1,150,000,000?
2. $1,300,000,000?
3. $1,500,000,000?
4. $2,150,000,000?

ANSWER:

Memphis is the hub of a market with an Effective Buying Income of over $2,150,000,000! Tell your story to this rich market over WMC, the favorite of 684,460 Mid-South families!

WMC "the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

NBC AFFILIATE

When it's Memphis you want . . . . . It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

WHLI SHOWS THE WAY

Month-Old 250-w Daytime Independent Prospers As Many New Stations Falter

THE MORTALITY RATE among new stations which have hoped to keep up blueblood standards has been notably high, but last week it looked as though a 250-w daytime independent on Long Island had learned how to be aristocratic and solvent almost at birth.

WHLI Hempstead, L. I., N. Y., on the air only a month, was near the point of breaking even, despite a stringent policy that forbade the use of such commercial devices as jingles and double spot announcements.

Before WHLI had taken the air, 70% of its available commercial time was sold. The rest went two days later. Soon the station issued a new rate card, raising its ante.

Staffed and managed by experienced broadcasters, WHLI may attribute its success to a number of factors—its location being one—but probably its pre-debut promotion was a principal reason for station's financial robustness now.

For months before WHLI went on the air, Elias I. Godofsky, president and general manager, addressed local merchant or civic groups. The station sent 100,000 postcards to Nassau County residents, advising them that "The Voice of Long Island" was about to be heard.

Bus Cards Used

Car cards were posted in buses, advertising space was taken in 35 weekly newspapers, brochures on "How To Increase Your Business" and "Let The Voice of Long Island Speak for You" were distributed to prospective sponsors.

WHLI gave away $1,000 in prizes in contests every hour during its first day of broadcasting, took teaser ads three times a week prior to that in the two local daily papers.

In a four-day period of "testing" before its actual debut, the station asked listeners to call and report on reception; 8,000 calls, letters and telegrams were received, according to the WHLI management.

The WHLI programming concentrates on music (no jive) and news with a local slant. Its own news bureau retains a staff of 11 reporters; seven of them work exclusively for WHLI, the others also are with weekly newspapers.

Files Objection

OBJECTION has been filed with FCC by WJPS Inc., Evansville, Ind., to the earlier request of Tri-State Broadcasting Corp. for reconsideration by the Commission of its 1330-kc grant to WJPS Inc. The Evansville grantee in its petition stated Tri-State had entered in the record the fact that Robert H. Hinckley, ABC vice president, would retire from Tri-State should his connection put Tri-State at a disadvantage, and therefore use of this fact as basis for the Tri-State reconsideration petition was without substance. Tri-State filed its reconsideration petition after Mr. Hinckley sold his 25% interest to President W. John K. Jennings for $6,250 [BROADCASTING, Aug. 25]. Proposed decision in case had been to grant Tri-State but in final ruling the facilities of 5 kw on 1330 kc went to WJPS Inc.

Maxson Corp. Acquires Langevin Common Stock

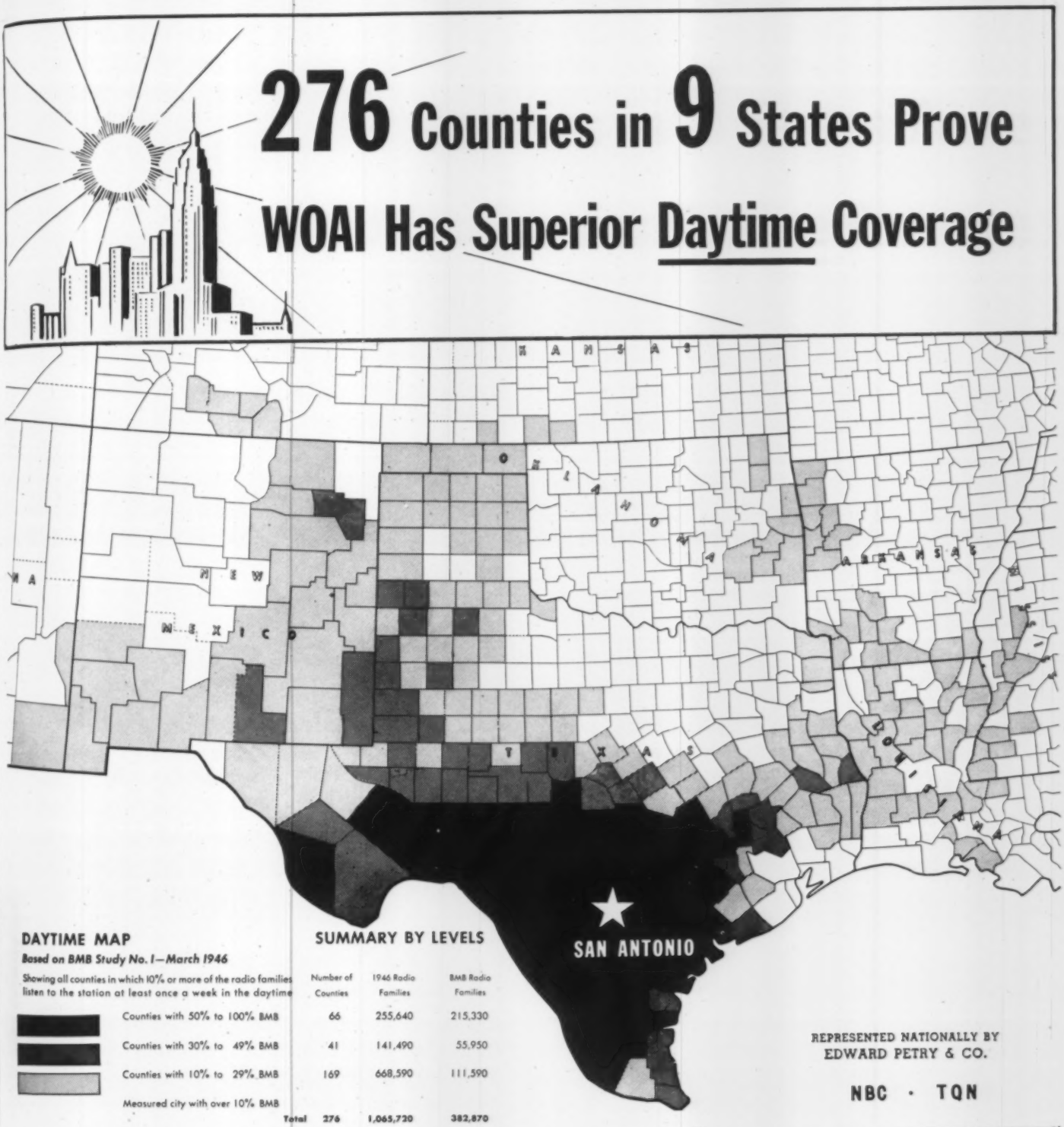
W. L. MAXSON Corp., New York, engineering and manufacturing company, has acquired all of the common stock of Langevin Mfg. Corp., New York. Carl C. Langevin, president of Langevin, has become a member of the Maxson board of directors.

Maxson has taken over all of the property and business of the Langevin Corp., with the exception of the latter's West Coast offices which will act as distributors in a sales and engineering service for Langevin products. The new corporation will retain Langevin management and personnel and will continue the manufacture and sale of audio amplifiers, transformers and other apparatus used in sound systems and industrial control equipment.

FIRST PLACE award for 1946-47 in the public education division was made last week by the U. S. Junior Chamber of Commerce to WPDQ Jacksonville, Fla., for its forum program *Jacksonville Unlimited*. Program is produced by WPDQ under sponsorship of the Jacksonville Junior Chamber of Commerce.

276 Counties in 9 States Prove

WOAI Has Superior Daytime Coverage



DAYTIME MAP

Based on BMB Study No. 1—March 1946

Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime

SUMMARY BY LEVELS

	Number of Counties	1946 Radio Families	BMB Radio Families
Counties with 50% to 100% BMB	66	255,640	215,330
Counties with 30% to 49% BMB	41	141,490	55,950
Counties with 10% to 29% BMB	169	668,590	111,590
Measured city with over 10% BMB			
Total	276	1,065,720	382,870

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

NBC · TQN

WOAI San Antonio

50,000 WATTS Clear CHANNEL

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Russian Angle Sid Hix 'Plug' Brings Thanks

EDITOR, BROADCASTING:

Thanks for the free "plug" in your Aug. 25 issue,* even if you did have to tie it up with Russia.

Campbell Soup Co.
S. D. Gregory,
Advertising Dept.

*Editor's Note: Original of Sid Hix cartoon carries caption, "News Item: Russia Planning Commercial Radio," and gag-line: "By permission of the Commissar of Communications you are urged to try Campbell's borscht."

* * *

Time Specification Warning Wins Praise

EDITOR, BROADCASTING:

Some weeks ago you had an editorial in BROADCASTING about our pending suit in Oklahoma City.

I think you hit the nail on the head in your warning to broadcasters to see to it that their contracts carried "approximately" one-quarter hour, one-half hour, or whatever the time specifications might be.

It might have some very far-reaching implications for this industry.

O. L. Ted Taylor
Taylor-Howe-Snowden
Radio Sales,
Amarillo, Tex.

* * *

Proponent of Phone Vision Hits Editorial

EDITOR, BROADCASTING:

Have been away on vacation and have just read your editorial on "Juke Box Vision."

Naughty, naughty! You should know that it is possible to have measles and ingrown toenails at the same time. By the same token, Phone Vision will bring everything that free or sponsored television has to offer, and will in addition provide a way to bring theatre admission at home, to see in the home first-run movies, etc., which cannot be financed by television advertisers.

One way to get rid of this "either or" complex that inflicts so many editorial minds is to read Korzybski's *Science and Sanity*, and put into practice a little non-Aristotelian thinking.

Ted Leitzell
Zenith Radio Corp.,
Chicago, Ill.

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Skinnell Questions Rush Hughes Deal

EDITOR, BROADCASTING:

I was very much astonished to read in the August 25 issue of BROADCASTING that the Keystone Network is offering the Rush Hughes show to prospective sponsors at a total cost of $2.65 per station per show. Is this figure correct?

If so, I consider such a deal far more pernicious than per inquiries, give-aways, free time deals, and other questionable practices which have aroused the wrath of the broadcasting industry lately. At prevailing rates, $2.65 would hardly cover the production cost for such a show without regard to profit for the network and the station.

However, I am not bewailing the fact that there is no profit in the deal; there are good and sufficient reasons why network programs are sometimes not profitable to stations. Rather, I am disgusted that the "sponsor" who is "buying" the show is absolved of any guilt and is subject to no condemnation. Unlike the per inquiry, free time, and give-away boys, he is paying the established rate and no one can be heard to complain.

Such sponsors are no doubt generally in the national category and can well afford to pay reasonable rates. I wonder if the stations which accept such business realize how unfairly they are discriminating against their own local clients, not to mention the unjust competition imposed on legitimate national spot business.

If this story is accurately reported, it is time that the National Assn. of Broadcasters extends its challenging activities to abolish this vicious practice.

Julian F. Skinnell,
Operations Manager,
WLBR Lebanon, Pa.

* * *

WLOW, Too, Presents City Council Sessions

EDITOR, BROADCASTING:

I have just read in your August 25th issue of BROADCASTING that WKBH, La Cross, Wis., believes it is the first station which has scheduled actual proceedings of city council meetings.

Just for the records, we would like BROADCASTING to know that WLOW in Norfolk, Va., has been carrying city council meetings since June 3rd of this year. WLOW has been given the opportunity to carry these meetings whenever issues of sufficient general importance are on the agenda.

In this letter to BROADCASTING WLOW is not making any claims relative to being first. We are merely interested in straightening out the records.

Robert E. Wasdon,
General Manager,
WLOW Norfolk, Va.

* * *

Tompkins Says WKBN Also Aired Council

EDITOR, BROADCASTING:

In the August 25th issue of BROADCASTING, page 52, column 4, you have a small article which states that : "It was believed to be the first time that an American city council has ever permitted its proceedings to go on a public record."

It may interest you to know that WKBN, Youngstown, Ohio, made several wire recordings of city council meetings last January. At that time I was with WKBN as a news editor. There was considerable excitement at the time over the seating of a councilman. We recorded the meeting and, after editing it and inserting a running commentary, had it on the air two hours after the meeting was over.

I'm sure that Don Brice, present news editor at WKBN and Paul White, special events director used the wire recorder at other meetings prior to the January date.

Just thought I'd make an attempt to clear the record . . . and let you know, too, that WKBN is a live-wire outfit:

William H. Tompkins,
State Publicity Agent,
Radio Bureau
N. Y. State Commerce Dept.
Albany, N. Y.

Communications Course To Begin at New School

A NEW COURSE titled "Freedom and Control in the Communications Industries" will begin at the New School for Social Research, New York, on Oct. 3.

Milton D. Stewart, director of research of the President's Commission on Civil Rights is chairman of the course and among the guest speakers are Hon. James E. Murray, U. S. Senator; Archibald MacLeish, former Assistant Secretary of State and now member of U. S. National Commission for UNESCO; Hon. Clifford Durr, FCC member; Cass Canfield, chairman of the board, Harper & Bros.; Morris L. Ernst, author and lawyer; Harold D. Lasswell, professor, School of Law, Yale U; Dr. Paul F. Lazarsfeld, director, Bureau of Applied Social Research, Columbia U; Arthur Webb, Washington Correspondent *London Daily Herald.*

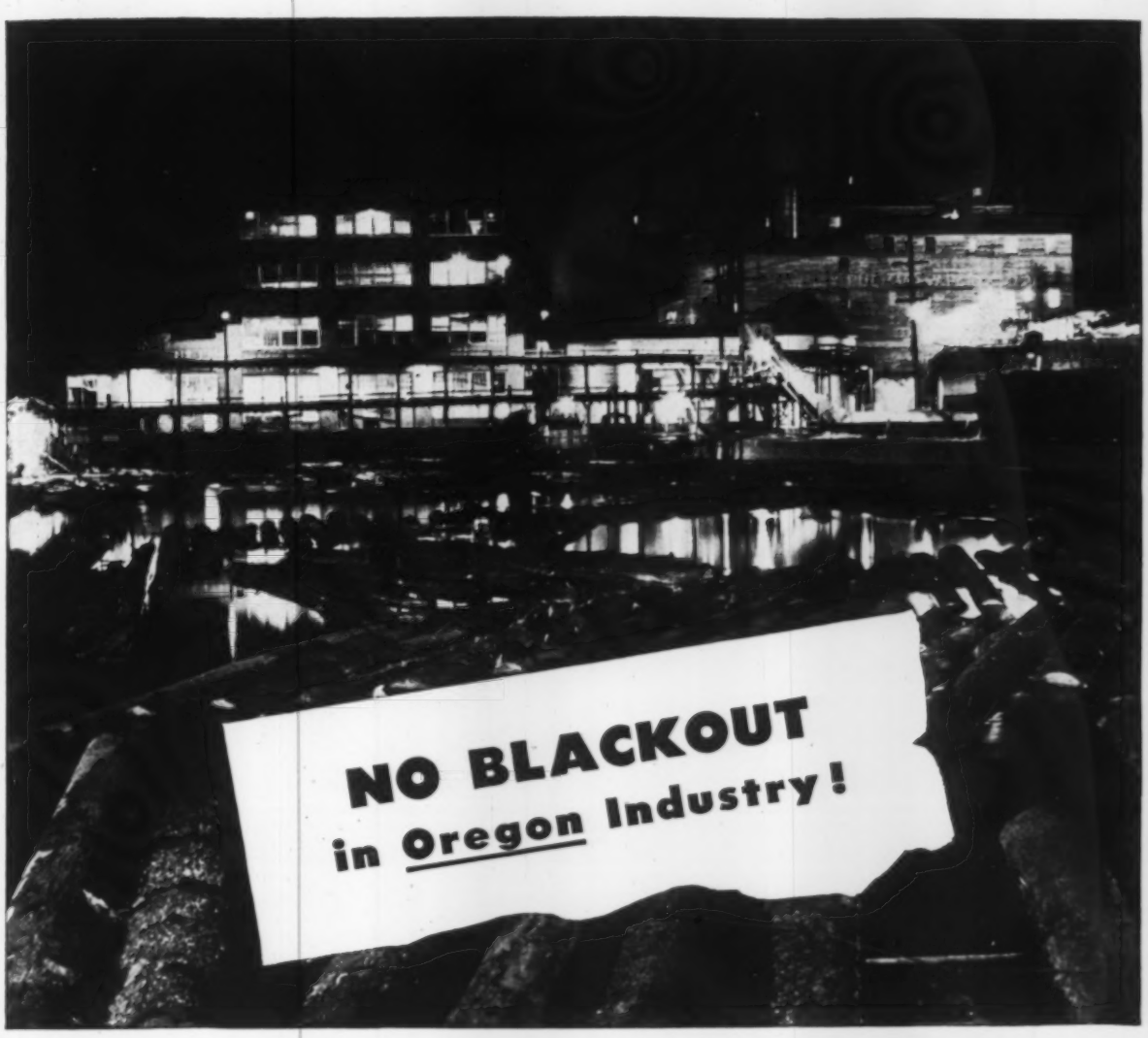
Co-ordinates Given

FCC fortnight ago issued a complete list of the geographical coordinates of standard stations in the U. S. The information concerns the precise location of station transmitters and has been compiled as mutually agreed by countries party to NARBA. Heretofore such information related only to location of directional arrays. The data also is published by the Berne Bureau of the International Telecommunications Union.

CBS to Record Talks

IN ORDER to fulfill requests from staff members of CBS affiliates for copies of talks to be given at CBS first promotion managers clinic scheduled for New York, Sept. 8-10, Thomas D. Connolly, CBS director of program promotion, announced last week that he would have transcriptions of the talks made and copies sent to CBS affiliates.

WMPS MEMPHIS announced promotion plans in connection with its forthcoming increase in power from 1 kw to 10 kw at luncheon for timebuyers and trade press Aug. 26 at New York's Ritz-Carlton. Group includes (l to r): Harold Krelstein, WMPS general manager; Joseph Lincoln, Young & Rubicam; Frank Palmer, Kenyon & Eckhardt; Linnea Nelson, J. Walter Thompson Co.; Chester Slaybaugh, Morse International; Jean Lawler, Sullivan Stauffer, Colwell & Bayles; Thomas McDermott, N. W. Ayer & Son Inc.; Frank Silvernail, BBDO; Terence Clyne, The Biow Co. Inc.



Everybody knows how Oregon industry zoomed in war time.

But look what's happened *since* the war:

- 173 new industries organized in the city of Portland alone
- Further expansion of established industries.. at costs up to $15,000,000 per plant
- Consolidation of long-range advantages: cheapest hydroelectric power, unlimited raw materials, easy transportation

If you have a product or service for the people of this ever-growing Northwest, stake out your claim in Portland—through the popular voice of KEX. Get the benefit of a ready-made audience, plus the *promotion*-ability of the Westinghouse organization! Our national representatives have the details ready for you.

KEX

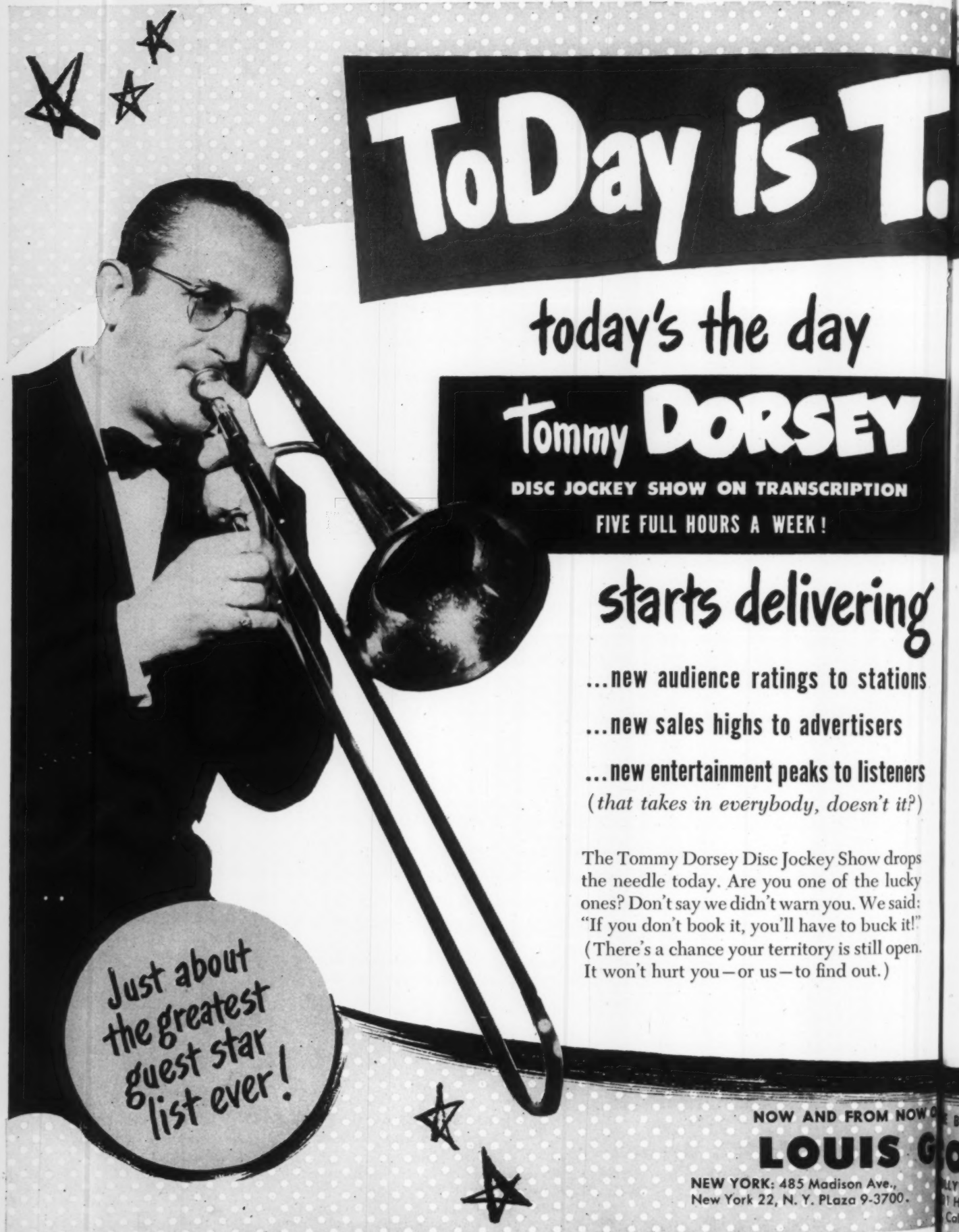
THE ABC AFFILIATE IN

PORTLAND, Oregon

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters


ToDay is T.
today's the day
Tommy DORSEY
DISC JOCKEY SHOW ON TRANSCRIPTION
FIVE FULL HOURS A WEEK!
starts delivering
...new audience ratings to stations
...new sales highs to advertisers
...new entertainment peaks to listeners
(that takes in everybody, doesn't it?)
The Tommy Dorsey Disc Jockey Show drops the needle today. Are you one of the lucky ones? Don't say we didn't warn you. We said: "If you don't book it, you'll have to buck it!" (There's a chance your territory is still open. It won't hurt you—or us—to find out.)
Just about the greatest guest star list ever!
NOW AND FROM NOW
LOUIS
NEW YORK: 485 Madison Ave.,
New York 22, N. Y. PLaza 9-3700.

.D. day!

The Tommy Dorsey Disc Jockey Show is already sold for more broadcast hours than any other transcribed radio program!

These are some of the lucky ones: top NBC, CBS, ABC, MBS, and leading independent stations . . . and many stations are 100% sold out for not five, but TEN hours a week!

You know all about the show by this time: Dorsey, the boss bandsman of them all, on transcription personally emcees the show, picks the best records by top recording artists, and—get this!—brings on the most glittering line-up of guest stars ever!

Here's the Disc Jockey Show for wonderful sales results!

And *you* can sponsor it too! You share the cost with hundreds of other sponsors in every neck of the woods. You pay only for your listening area . . . and you get your area *delivered* . . . because Tommy Dorsey on transcription means top drawing power five full hours every week! (That was the immediate reaction of these sponsors among others!)

Warner Brothers	Piel's Beer
Crawford Clothes	Venida Hair Tonic
Old Country Trotting Races	Park Central Hotel
Camel Cigarettes	K. Arakelian Wine
T.W.A.	Maryland Pharmaceutical
Oldsmobile	Chicago Sun
20th Century Fox	

. . . and hundreds of others everywhere

phone or wire collect for the facts today!

BEST IN TRANSCRIBED SHOWS

GOWAN, INC.

HOLLYWOOD: Guaranty Building, 1 Hollywood Blvd., Hollywood Calif. Hillside 5337

CHICAGO: 8 So. Michigan Ave., Chicago 3, Ill., Randolph 2022

AAAA Coast Unit Meets Next Month

'Brass Tack' Sessions Planned At Yosemite Oct. 12-15

THIS YEAR'S convention of the Pacific Council of the American Assn. of Advertising Agencies will be both "informative and relaxing," according to plans completed Aug. 28 at a special meeting of the board of governors.

The convention, to be held Oct. 12-15 at Yosemite National Park, will follow a schedule allowing enough free time to enjoy the park besides providing "helpful brass tack" sessions, said Warren E. Kraft of Seattle, Pacific Council chairman.

First event on the schedule is a golf tournament Sunday, Oct. 12, at Wawona Golf Course, with J. R. Fox of San Francisco as chairman. A follow-up will be held the following day after the business sessions for those who could not participate on Sunday.

The board, in addition to Chairman Kraft, includes: C. H. Ferguson, San Francisco, vice chairman; Charles Devlin, Portland, secretary-treasurer; L. C. Cole, San Francisco, and C. Burt Oliver, Hollywood.

Also helping to plan the convention are the chairmen of the four western AAAA chapters of the AAAA advisory committee, composed of past Pacific Council presidents. The former group consists of Roswell Cochran, San Francisco; Merle W. Manly, Portland; Carl K. Tester, Los Angeles, and Evan Peters, Seattle. On advisory committee are H. E. Cassidy, Dan B. Miner and August J. Bruhn of Los Angeles; Joseph R. Gerber, Portland; William H. Horsley, Seattle, and David M. Botsford, San Francisco.

Gach Forms Agency

GENE GACH, formerly publicity director of Hugo Scheibner Inc., Los Angeles agency, and prior to that head of publicity and sales promotion for military aircraft division of Lockheed Aircraft Corp., Burbank, Calif., has established an advertising and publicity agency under his own name at 6671 Sunset Blvd., Hollywood. Telephone is Hollywood 8163.

WFIL-TV Tests

WFIL-TV Philadelphia, which for two weeks has been on the air with a video test pattern, a fortnight ago telecast its first test programs, horse races at Garden State Park, New Jersey. Station officials report signals are good and that each day more and more bugs are being eliminated. Audio attributes of tests have been especially outstanding.

CERTIFICATE of recognition has been awarded to WSM Nashville, Tenn., for assistance to Knoxville Bureau of Fire Prevention during recent drive.

SELLING FM is joint project as far as KFXM-FM and KBMT San Bernardino are concerned. Two stations recently staged demonstration for more than 100 local radio dealers of San Bernardino Valley. Discussing project are (l to r): Don Goodcell, general manager of KBMT; J. Clifford Lee and Eugene W. Lee, of Bros. Broadcasting Co., owners of KFXM-FM; Jack Myers, GE Corp. representative who handled demonstration.

U. S. INFLUENCE SHOWN IN BBC

Driscoll Reports on Tour of Britain, France and Switzerland

BRITISH RADIO is beginning to show American influence, Dave Driscoll, WOR New York director of news and special features, reported last week, upon his return from a month-long tour of Great Britain, France and Switzerland. BBC's *Ignorance Is Bliss* is patterned after the CBS program, *It Pays to Be Ignorant*, and *Twenty Questions*, the MBS program, is heard with the same title and format on the BBC Home Service Network, he said.

Reporting on television, Mr. Driscoll said that the programs are available three hours daily in London, and the BBC spends as much as $3,200 to produce a half-hour dramatic show. To produce these television and radio programs, the BBC employs 11,000 people. There are now 35,000 television receivers in the London area, 15,000 of them being pre-war, he reported.

Radio in France is still operated by the Government, he stated, although there is some conversation of the government turning it into a commercial enterprise themselves. Television in France, which normally operates one hour a day, has closed down for the summer because most of the talent is vacationing. "There are only 1,000 receivers and none of them can be bought ready-made," Mr. Driscoll said. Receivers are sold in parts and it is necessary for the buyer to assemble them at home.

WORK IS COMPLETED ON WBEN-TV ANTENNA

CONSTRUCTION was completed last week on the television antenna for WBEN-TV Buffalo, which expects to take the air early this winter.

The 122-foot RCA three-bay super-turnstile antenna will be located atop Hotel Statler, 385 feet above street level. The station's transmitter will also be placed in the Statler, which now houses WBEN studios and the WBEN-FM transmitter. Work on the video studios is now underway and installation of the transmitter will begin in the fall.

WBEN-TV is owned by the *Buffalo Evening News* and will operate on Channel 4 or 66-72 mc. with power of 5 kw video and 2.5 kw audio.

WWDC RACKET DRIVE IS PRAISED BY ARMY

PRAISE for "the courageous and public-spirited manner in which your station helped to wipe out a racket" was received by WWDC Washington from officials of the Army Medical Center, as a result of recent action by the station in bringing to light a fake promotion for a boat cruise for the benefit of patients at Walter Reed Hospital.

Racket was revealed during a routine call at Walter Reed by the WWDC news department. It was learned that a promoter paid a Maryland post of the Veterans of Foreign Wars for the use of its name on the tickets for the cruise. Tickets for 5,400 persons were printed and the boat, at most, could accomodate only 2,500. The promoter would have netted about $4,000. Hospital officials denounced the plan.

WWDC put the story on the air, and in three days, the station reports, the VFW post was ordered by the Maryland state commander not to sponsor the program. Capt. Richard S. Field Jr., public information officer of the Army Medical Center, advised the station that as a result of the broadcast, tickets for the cruise were no longer being received.

McCLATCHY STATIONS COMBAT DELINQUENCY

IN A DRIVE against juvenile delinquincy, the McClatchy stations in California, in cooperation with the McClatchy newspapers, conducted baseball schools in four cities during the month of August.

Schools were operated for the purposes of giving the youths a constructive project with which to occupy their minds during vacation, thereby helping to arrest delinquency trends, and to give the boys instruction in every phase of baseball.

Over 2,000 boys between the ages of 12 and 17 attended the two week concentrated sessions sponsored by the *Sacramento Bee* and KFBK, the *Modesto Bee*, *Fresno Bee* and KMJ, and KERN Bakersfield. All-star squads of 14 were chosen in each city and elimination games were held to determine the championship team of the Central Valleys of California. The McClatchy organization presented each All Star with a glove and ball and members of the championship Sacramento squad received miniature gold baseballs.

RMA Export Meet

FURTHER means of defending the American radio industry's export interests in Latin America will be considered at the RMA Export Committee meeting Sept. 15 at the Roosevelt Hotel, New York. Mexican prohibition will probably result in "bootlegging" sets across border, according to the committee. Other possibilities, says committee, include (1) no saving in dollar exchange, (2) higher radio costs to Latin American public, (3) loss of foreign governments' revenue from duties, and (4) no local labor increase.

'Command Performance' To Be Featured in Movie

AFRS *Command Performance* will come in for its share of attention in motion picture *Cavalcade of Radio* currently being projected by Jerry Brandt, Hollywood independent producer. This was disclosed following recent conference between the producer, NAB officials and the AFRS commandant.

Film is expected to go into production this winter, following NAB approval of final script draft being prepared by John McLain. During conference NAB affirmed fact that its prime interest was in seeing radio portrayed in a sincere and entertaining fashion.

WACE, Regional Broadcasting Co.'s 1-kw outlet in Chicopee, Mass., is now completing work on its new studios in Springfield. They will be used in conjunction with station's present studios in Chicopee.

CFQC Saskatoon, and CKCK Regina, have increased power with directional antenna to 5 kw, and CKCV Quebec has increased power to 1 kw on 1280 kc, according to a report issued by the Dept. of Transport, Radio Branch, Ottawa.

IN JUST ONE YEAR WHDH BECOMES BOSTON'S BEST RADIO BUY!

"Share of Audience" up 459%

For the first time, an *independent* station has attained overall leadership in Boston radio. *With 100% local programming,* WHDH has swept into top spot for sports, airing Red Sox and Braves baseball games; Boston Yanks football, plus headline college games; Boston Bruins hockey; numerous "sports round-ups," and Herald-Traveler news *every hour on the half hour.* Musically, too, WHDH offers easiest listening with many popular participating features, including the "Carnival of Music," and the new "Tommy Dorsey Show."

THEN *(June-July 1946)*

HOOPER STATION LISTENING INDEX SHARE OF AUDIENCE					
INDEX	WHDH	Network Station A	Network Station B	Network Station C	Network Station D
TOTAL RATED TIME PERIODS	5.6	25.7	23.2	22.3	11.5

NOW *(June-July 1947)*

HOOPER STATION LISTENING INDEX SHARE OF AUDIENCE					
INDEX	WHDH	Network Station A	Network Station B	Network Station C	Network Station D
TOTAL RATED TIME PERIODS	25.7	21.9	19.6	12.6	10.0

CLASS "A" HOUR RATES*	
WHDH	$225.00
Network Station A	560.00
Network Station B	525.00
Network Station C	440.00
Network Station D	400.00

*from SR & DS, August 1947

HERE'S WHY WHDH IS BOSTON'S BEST BUY

And if you're buying Boston, *you want the best.* In one year, WHDH has skyrocketed from a poor 6th to leadership among all Boston stations! Your John Blair man has the whole story — but here are *two facts* you should know now:

1. **WHDH** will deliver you lowest cost per thousand radio time available in Boston.

2. **WHDH** superior coverage will assure you of reaching the *maximum number of listeners* for every dollar spent.

BOSTON'S BEST BUY

WHDH

HERALD-TRAVELER STATION · 5,000 WATTS · CP 50,000 WATTS

Represented Nationally by John Blair & Company

Salesman's Promised Land Is Radio

Ex-Seller of Newspaper Space Compares Two Media

By RALPH ELVIN
Managing Director, WJBK Detroit

THE ADVENT of more newspapers into the field of radio broadcasting has diverted many a trained seller of newspaper space into the selling of broadcast time. After the first shock of transition, the former newspaper man blinks his eyes and asks himself: "How long has THIS been going on, without my finding out about it?"

For, once he gets his feet on the ground, he realizes that, as compared with his job of selling newspaper space, he has entered the promised land, flowing with milk and honey. After he clears his nostrils of the smell of paper and ink, and sees the complete fallacy of the tradition that the newspaper is the one great medium for influencing public opinion, either to buy merchandise or to shape our daily lives, your newspaper space-salesman finds that he has really hit the jack-pot.

On many, if not most, newspapers, advertising solicitors are regarded as a sort of inferior breed of cats. They are instructed that the real brains belong in the editorial end, and that their absolute masters are the boys in the printshop. Some newspapers of my experience do not even allow ad-men in the editorial rooms! The ad-man spends his days tramping in and out of clients' offices, his evenings thumbing through grimy ad-service books and handling messy cuts to make layouts for carping advertisers. He learns his advertising trade THE HARD WAY!

'Man With a Mission'

Comes the day when he screws up his courage to tell his boss to jump in the river with his job, and he goes to work for competition in the form of a radio station; or the day comes when his newspaper acquires a broadcasting license, and assigns him to the sales staff of the new station. On that day the sun breaks through the gloom for him, and he really becomes a man with a mission.

The commercial representative is a key man at the radio station. He is a welcome guest in any prospect's place of business, because he is working for and with the medium that has taken the entire center spot-light as the greatest force in modern life.

True enough, he may be amazed and a little nervous about having nothing to sell but ideas and bluesky, for while formerly he had allegedly accurate circulation statements of guaranteed readers, in radio he cannot promise a soul that even one person will hear his broadcast message.

If he is smart, he equips himself with the facts about his station's coverage, the radio homes in the territory, the acceptance of his station in the community as against possible competition and gets that across. Then, when Mr. Advertiser inquires how many people he thinks will hear his program or announcement, he modestly says: "Mister, I haven't the foggiest notion. Maybe one, maybe a million. All I want you to do is to go on our air. Let us write your copy—prepare your program—produce your show, and then YOU tell us what happens." The very unmitigated gall of that statement is what generally floors the prospect. He is so charmed at the confidence of the man in his station, that he buys. And, brother, after the prospect buys, HE's IN!

Any successful radio man will tell you, if he is really on the level, that he is amazed every day of his life at what broadcasting will do for an advertiser.

He will sit on a phone and sell some fellow a New Year's greeting (the old newspaper signature-page "tap") and two days later the man will telephone him to come around with a contract, because that greeting, broadcast at 11:57 p. m., sold a set of tractor tires to some farmer who liked the message.

Or his pet department store will run an announcement for a dress sale, and call him next day to report that they sold 220 garments in less than three hours.

Radio's full of such success stories.

Broadcasting is comparatively new—it is susceptible to such varied approach and so many different ways of using it successfully—so quick to show results—that any newspaper advertising man finds himself completely reborn into new life in his chosen profession.

Almost any successful newspaper advertising solicitor can make himself over into a successful radio-time salesman with a minimum of effort. In the first place, he already has the background of selling experience, learned in a tough school. Around a broadcasting station he soon learns valuable ideas about program structure, production methods, and the proper relation between a prospect's product and the time of day best calculated to bring results.

If he is smooth and careful, he soon finds out how to win the confidence and aid of the program director in working to make a success of any account. That's an advantage over being on a newspaper, for I never saw a make-up man, or a composing-room foreman, or an editorial department man, who ever would move a finger to help a salesman make a newspaper advertisement any better. ("Bud, you're going to take it that way, and like it, and tell the advertiser we said: 'Nuts' ".)

That all comes about, because newspaper publishing is an old-time business, usually deep in its well-worn rut. Broadcasting, on the other hand, is new, hustling, eager to try new ideas, bent upon making a success of itself. The men in radio are young, aggressive, willing to learn, ready to help make all departments function as a team. What a smart newspaper man can do with a bunch like THAT, brother, I leave to your imagination!

RALPH ELVIN is acquainted with both media he discusses here. He has spent his entire life since college in advertising. He started at Russel M. Seeds, Indianapolis, and three years later organized his own agency in that city. He ran his own firm for over 15 years. From freelance announcing at WFBM and WKBF he finally went on fulltime as an announcer and retired from the agency. In 1930 he joined Scripps-Howard, worked for five years as advertising solicitor before he went back to radio on the commercial staff of WLOK Lima, Ohio. He was made managing director of WLOK in 1940 and was promoted to management of WJBK Detroit last July when it was purchased by the Fort Industry Co.

MANAGEMENT

JOHN R. RIDER, for past six months producer of MBS "Family Theatre" and previously West Coast business manager of The Blow Co., Hollywood, has been appointed general manager of KAGH Pasadena. In radio since 1938, Mr. Rider was first with CBS Hollywood for two years. During war he served with AFRS for two years handling overseas coordination of stations with Los Angeles headquarters. Mr. Rider previously was Hollywood producer of CBS "Take It Or Leave It," and had been associated with production of NBC "Fred Allen Show" in New York for 18 months.

BOB BINGHAM, director of sales service at WBT Charlotte, N. C., resigned Sept. 1 to become manager of WGAI, new 500-w independent due to begin operations at Elizabeth City, N. C., Oct. 1. Mr. Bingham is a veteran of more than 20 years in radio. He formerly was general manager of WINZ Miami, Fla., and at one time was with CBS.

W. H. GOAN, station manager of WAYS Charlotte, N. C., has been appointed by Charlotte Adv. Club to act as chairman in charge of an advertising school to be sponsored by the club this fall.

LLOYD YODER, manager of KOA Denver, was appointed as aid to Colorado's Governor Knous in a one-shot antelope hunt between selected riflemen of Colorado and Wyoming, Sept. 6.

GAYLE V. GRUBB, manager of KGO San Francisco, has been appointed chairman of the radio committee of the San Francisco Community Chest.

H. R. BETHEL, secretary of broadcasting for the Bahamas Government, at Nassau, is at present in Canada, studying operations of CBC in connection with re-organization of Bahamas Government broadcasting operations.

Attention NAB Golfers!

If you haven't made your reservation to play in the NAB Golf tournament in Atlantic City, Sept. 14th, it is imperative that you wire your entry *today* to BROADCASTING MAGAZINE, 870 National Press Bldg., Washington, D. C.

BROADCASTING will award two silver loving cups to the low gross and low net winners.

The blind bogey tournament (maximum handicap is 35) will start at 9:30 am at the Atlantic City Country Club. Buses will leave at 9:00 am from Pacific and Mississippi Avenues, Atlantic City.

For further details, contact BROADCASTING Washington headquarters immediately.

BROADCASTING
The Weekly Newsmagazine of Radio TELECASTING

an inch that's worth 4,000,000 impressions

Two identical programs—starring the same actors in the same roles on the same days for the same advertisers—have been carried for over a year by Chicago's two major stations. There is only one difference between the two programs. They are separated by one inch on Chicago radio dials.*

That inch represents a difference of four million advertising impressions a year!

The first show hit an eighteen-month average Hooperating of 7.2 on WBBM, "Chicago's Showmanship Station." That was 33% more *Chicago listeners—4,680,000* more *advertising impressions per year—than the identical program delivered on another 50,000-watt Chicago network affiliate.† The second program enjoyed an eighteen-month average Hooperating of 5.3 on WBBM. That was 36% more Chicago listeners—3,640,000 more advertising impressions per year—than the identical show delivered via Chicago's other major station!†*

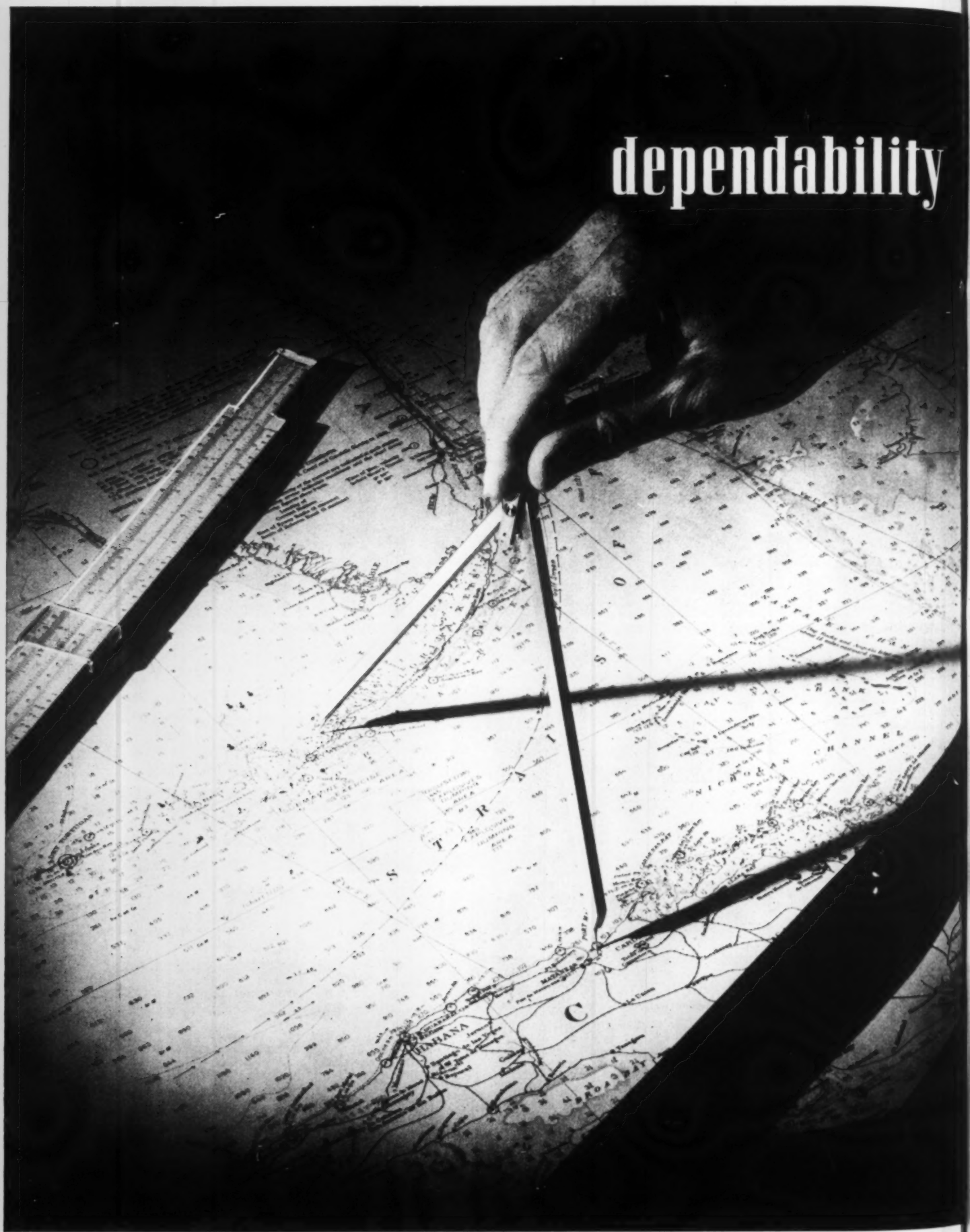
This isn't surprising. It's simply more proof that WBBM delivers huge bonus audiences—even when other Chicago stations are airing identical shows. Nor is the reason a mystery. "A quarter-century of showmanship" has taught Chicagoans that WBBM has a flair for coupling its 50,000 watts with enterprise and ingenuity. That's why Chicago listeners instinctively dial first to 780...to WBBM...to "Chicago's Showmanship Station."

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

50,000 watts Chicago's showmanship station

WBBM

*Program titles available on request. †C. E. Hooper, November, 1945-April, 1947


dependability

that points the way...

Early explorers, extending the limits of the known world, relied mainly upon courage and instinct to find their way. Charts and maps—when they existed at all—were uncertain and deceptive.

But an expanding civilization with an eye upon new lands and world trade demanded something better, more dependable. New methods of navigation resulted in new, increasingly accurate charts. Only by perfecting dependability in the guides they followed could navigators hope to traverse the world with safety and swiftness.

Dependability, a guiding factor in the development of science, commerce and all progress, is no less an essential in the service that the seven Fort Industry stations render to seven important markets where more than 20,000,000 people live.

From Florida to Ohio, over thousands of square miles, in big cities and small ones, Fort Industry stations are depended upon by their listeners for the best that broadcasting can offer.

Advertisers who do the same are never disappointed in the results.

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WJBK, Detroit, Mich. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla.

Editorial

Hopped-Up News

THE DAY of the hopped-up domestic news story for head-line purposes during dull news spells is on the way out, thanks to radio. News associations and networks are learning that repercussions come swiftly when a loosely-worded or overplayed yarn is transmitted via network back to the point of origin. The affiliated station wants to know how it gets that way.

There was the recent incident of a reported hurricane blowing up in the southwest, eventually sent by news associations over the wires. It seems the storm blew itself out before any damage was done. But the first bulletins got on the networks. The local stations promptly objected to the exaggerated reports and to use of loose adjectives.

During the war it didn't matter much. International and national news loaded wires and the local story about the weather or robberies rarely hit the wires.

These recent incidents, however, point up the need for a high degree of accuracy in reporting of local events deemed worthy of national distribution. Give radio an assist in the incessant campaign toward more faithful news reporting.

DISTINCTION of serving as Acting President of the United States came to a broadcaster for a brief few hours last week. Secretary of War Kenneth C. Royall, part-owner of WGBR Goldsboro, N. C. was the technical head of the United States last Wednesday by virtue of the absence from the country of the President and other cabinet members who ranked him. He relinquished the portfolio to Secretary of State Marshall who returned late Wednesday from Rio de Janeiro.

Reckless Flying & Radio

NOT THE least among the obstacles in the path of station operation is necessity for clearance of antenna locations by the Civil Aeronautics Authority. Its responsibility is to determine that towers are located so as to afford minimum hazard to aerial navigation.

There have been very few cases of actual collision with radio towers. Yet, when such an unfortunate accident occurs, whatever the cause, the tendency is to tighten up on approval of tower locations, and perhaps to go far beyond maximum requirements.

There was the Aug. 30 accident in Chicago, where a private plane crashed into the 420-foot tower of WAIT, shearing off the top sections and resulting in the death of the plane's two occupants. The Chicago office of the CAA is making a routine investigation. It is evident, however, that the fault was not in the antenna location, but in the fact that the plane was flying some 120 feet below the prescribed level.

It is assumed that necessary and ordinary regulations were followed in the location of the WAIT tower. The plane did not observe the safety-traffic regulations. It was as if a car swerved into the wrong highway lane.

Certainly radio should not be penalized in situations of this kind. Such accidents are unfortunate, but they also are avoidable if the rules are observed.

FM David—AM Goliath?

RADIO'S convention season gets under way this week with the FM Assn. holding its first annual convention in New York Friday and Saturday and with the 25th NAB convention (and satellite sessions) at Atlantic City next week.

For the NAB it's an old-story, although the pattern never can be regarded as pro forma. With a new self-regulation code to be considered and new elements of competition to be met, the deliberations can divert to topics not now on the agenda.

FMA breaks new ground. Since its organization a year ago, the association has digressed into fields which originally were not contemplated as within its province. It has been plagued with problems of membership and financing. Withal, however, it has performed its main function of stimulating interest in FM station development and in promoting manufacture and sale of receiving sets.

FM has had a tough upbringing. It has been beset with natural problems as well as those artifically introduced, such as the Petrillo ban on AM program duplication, and the slow-down occasioned by the high-band-low-band allocations dilemma. Despite this, there is the verve and the enthusiasm of the pioneer which animates those who see in FM a means of providing an improved service, and who realize that the medium can't start full blown. AM radio didn't either.

FM broadcasters shouldn't regard themselves as separate and apart from the established broadcasting art. They are part and parcel of it. Some folks are prone to lose sight of the fact that it's what comes out of the loudspeaker that counts—whether its AM, FM or pulse-time modulation. The listener doesn't care how he gets his programs, just so he gets what he wants when he wants it.

The day will come when the listener won't know whether he's listening to AM or FM. That will be the day when combination sets work by push-button and when the listener will tune the best signal available carrying the program he wants. That day can come only after AM-FM duplication is commonplace and when other artificial barriers to free development of radio are rooted out.

There's loose talk about advertisers splitting appropriations between FM and AM. Advertisers are not eleemosynary institutions. They will buy time on FM stations when there is circulation to justify the rates asked. They will foot the bill for programs that attract new audiences when they are convinced that they can get the desired ratio of dollar return. Advertisers who buy time simply to stake out desirable time claims are relatively few.

FM Assn. deserves the support of those who want to hasten FM's public acceptance. It isn't a fight between FM and AM at all. It's an affirmative selling job to get recognition for FM as a selling medium. That can be accomplished (1) through operation of an increased number of stations; (2) through exploitation of receiving set manufacture and distribution, and (3) through programs acceptable to substantial elements of the public.

Despite what some may regard as a bleak outlook, no phase of radio by the American plan of free competitive enterprise has ever faltered or failed. FM will make the grade if it pursues the indicated course diligently and confidently, and if it dispels the thought that it is a Radio David which must belay the AM Goliath.

Our Respects To—

FREDERIC WILLIAM ZIV

BROADCASTERS who last week, as usual, whisked the wrappers off Ronald Colman, Kenny Baker and many another first-magnitude star who had arrived on schedule in the morning mail were perhaps unaware that they were contributing to the biggest news in radio programming in 1947. The transcribed package show, a sleeper in the radio industry, had come to lusty life.

Programs featuring some of the biggest names in radio were now available on transcription. For fees which he and his local advertisers could afford, the owner of a 250-w station in Whistle Stop could engage the talents that a network would be pleased to claim.

It was all done by transcription and according to a formula perfected by a pioneer — Frederic William Ziv. To Mr. Ziv, president of the Cincinnati firm that bears his name, the sudden affluence came as no surprise; he had been packaging transcribed programs successfully for 10 years.

The first Ziv package—Mr. Ziv himself—was delivered Aug. 17, 1905, in Cincinnati. His birth thus preceded by a scant 15 years the advent of the medium in which he has become preeminent and by a few years more the founding of the industry of which he is now a recognized leader.

Mr. Ziv's early vocational leanings were far afield from either radio or entertainment. After a conventional boyhood he enrolled at the U. of Michigan, from whose law school he was graduated in 1928 with an LL.B. On the Michigan campus he met Miss Rae Pitzele, who in 1929 became Mrs. Ziv.

Although he was admitted to the Ohio bar soon after graduation, Mr. Ziv never entered law practice. The nation was still echoing to the economic thunder of the stock-market crash, and like many other bright young men Mr. Ziv realized that an era had ended and a period of swift transition had begun.

It was then that he decided the mantle of Blackstone and Darrow was not for him. Instead he opened an advertising agency in his home town—Cincinnati—the Frederic W. Ziv Co. The firm handled local and regional accounts and, although small, was highly successful. Mr. Ziv succeeded even in selling a number of his accounts on the use of local radio, then considered rather daring.

The Frederic W. Ziv Co. continued to enjoy a steady growth. John L. Sinn, now a partner, joined the firm in 1937. Together he and Mr. Ziv produced a show for one of their local

(*Continued on page 48*)

Now they're of College age...

...but when this picture was taken, almost 6 years ago, these youngsters formed the original panel of KOIN's *"Kid Critics"*

LUKE ROBERTS
KOIN's *Director of Education*
Creator and Producer of
"Kid Critics"

Kid Critics... with its extemporaneous discussion of plot and characters . . . is designed to stimulate the reading of children's books . . . and does!

Kid Critics... presented in co-operation with the Portland Public Schools and the Portland Library Association . . . will start its seventh year on KOIN in October.

Kid Critics... which always has enjoyed an enviable Saturday morning audience . . . is another example of KOIN's enthusiasm for all phases of public interest.

KOIN

A *Marshall Field* STATION

PORTLAND OREGON

CBS

AVERY-KNODEL, Inc., National Representative

Respects

(*Continued from page 46*)

accounts—the Rubel Baking Co. A children's program with small-fry talent, the show was called *The Freshest Thing in Town* and was produced locally across the board over WKRC Cincinnati. It was an instant success with everyone but the bankrollers. It was a great show, a colossal show, but they thought it was too expensive. The Rubel management said regretfully that their budget did not permit competition in radio advertising with nationally-known baking companies.

Mr. Ziv then came up with an idea beautiful in its simplicity and its money-making potentialities for agency as well as advertiser. The idea was mass production—via transcriptions. Instead of custom-tailoring the show for one sponsor at a prohibitive price the Ziv Co. would make the same show available to many sponsors at a greatly-reduced figure but without lowering its quality.

If the show got results for one baker in Cincinnati, they reasoned, was there any reason why it wouldn't work as well for bakeries all over the country? There wasn't. Messrs. Ziv and Sinn moved *The Freshest Thing in Town* to Chicago and began recording it there. They organized a sales force and soon were offering the transcribed package to bakeries everywhere.

Manager to Disc M.C.

FROM STATION manager to hillbilly disc m.c. is the story of Martin S. Wales. Appointed manager of WIOD Miami in 1937, Mr. Wales resigned three years later to reenter sales and production work on a freelance basis. Now he emerges as a singer and disc m.c. specializing in hillbilly and popular shows. His one-hour hillbilly program, *Uncle Martin's Square Dance*, has been launched on WBAY Coral Gables, Fla. Mr. Wales has other shows running on WKAT Miami Beach and WIOD.

Results were more than gratifying, Mr. Ziv recalls. Here obviously was a service which filled a crying need—the yearning of smalltime advertisers for bigtime programs, of less-than-network sponsors for shows of network caliber. In effect, it was the application to radio of a principle that newspapers had long since adopted—syndication. Thus a station in Sleepy Eye, Minn.—if there had been one—might carry the same transcribed show as a station in New York or Kansas City.

Once Mr. Ziv had proved to independent bakeries that you can have your cake and sell it too, through packaged radio shows, he and Mr. Sinn turned to what obviously was the next step—extending their system to include other local and regional advertisers.

This, they soon found, was no snap, but instead entailed a long and ardent courtship of prospective sponsors. In many cases they had first to overcome a certain aloofness among small advertisers who had dabbled briefly in transcribed programs in pre-Ziv days and had not yet recovered from their disenchantment. The reason for this was clear; in the early days of radio packaging many shows were peddled by entrepreneurs with all the stability of a sidewalk razor-blade merchant. They would sign up a few sponsors for a new program series on the basis of one or two audition discs; more often than not, however, these radio packaging Bedouins of the old days would be unable to get enough sponsors to make it pay and the whole enterprise would fold quietly after a week or two, leaving the sponsors who already had signed holding the sack.

Ziv Successes

The Ziv Co. changed all that, and in the process became the Metropolitan Life of the radio transcription field. The firm insists on top talent, top performance and top recording for its packaged shows.

Among transcriptions which have carried the Ziv label are those of Ronald Colman, whose *Favorite Story* series is broadcast over 172 stations, *Easy Aces*, Kenny Baker, Barry Wood and Wayne King. The Ziv-produced *Calling All Girls* show, sponsored by more than 100 department stores, was awarded a City College of New York prize as the best transcribed show of 1946.

As president of his firm Mr. Ziv is active personally in the planning of all Ziv shows, although actual production and direction are handled by the executive vice president, Mr. Sinn. Mr. Ziv finds another outlet for his abundant energy in an affiliation with a Hollywood film producing company, Cisco Kid Productions Inc., which turns out Western and adventure films.

The Zivs make their permanent home in Cincinnati with their teen-aged children, Fritzie and Billy, but they also spend much time in Hollywood, New York and Chicago, since Mr. Ziv has offices in these three cities.

Mr. Ziv golfs and swims whenever his manifold occupations permit. He is an expert horseman and rides as often as possible. He is the author of *The Business of Writing*, published in 1931, and *The Valiant Muse*, 1939. His interest in writing dates back to the days at Ann Arbor when he was editor of the campus monthly magazine.

For the future, Mr. Ziv foresees ". . . a constantly increasing demand for superior radio programs on the part of advertisers, agencies and station management . . . programs which not only attract maximum audience but sell maximum merchandise . . . " Circulation and consumer demand will continue to depend on the program, he believes "whether it is transmitted by telephone lines or on Vinylite discs."

When television is made available to the millions, Ziv programs on film will be merchandised along with Ziv transcribed shows. And it goes without saying that the biggest name in the radio packaging field will hold the public eye in television as well.

COMMERCIAL

DALE F. DARR, former sales manager of KWBR Oakland, Calif., has been named commercial manager of WMLO Milwaukee. He assumes his duties Sept. 8. Mr. Darr has been active in radio for 15 years.

MARTHA THOMPSON has been appointed assistant traffic manager of WRR Dallas, Tex.

WILLIAM THOMAS COCHRAN and **HERBERT M. GRIFFITH Jr.** have joined sales staff of WOL Washington, D. C.

WESTERN RADIO ADV. Inc. has been appointed Pacific Coast representative for KAFY Bakersfield, Calif., and **ADAM J. YOUNG Jr.** has been appointed KAFY eastern representative.

VINCENT FRANCIS, account executive of KGO San Francisco, has been appointed ABC network salesman in San Francisco, succeeding **FRANK J. McHUGH Jr.,** resigned. Mr. Francis also is the father of a boy born Aug. 27.

RUTH BUTTRON, network sales staff member, replaces **BEA OBORNE,** resigned, as secretary to **PAUL McCLUER,** sales department manager of NBC Central Div., Sept. 8. **KAY JAMES,** former secretary to **JOHN WHALLEY,** business manager of Central Div., has been transferred to office of **I. E. SHOWERMAN,** new NBC vice president in charge of division, replacing **MARIE WALLEY,** resigned.

E. A. JOHNSON, promotion and research director of Branham Co., station representative, has resigned to join faculty of U. of Georgia where he will teach advertising art. **L. J. SCHULTZ,** assistant to Mr. Johnson, has been named Branham director of promotion and research. Mr. Schultz formerly was advertising manager of Screen & Radio Guide.

GEORGE ARKEDIS, WCBS New York salesman, is the father of a boy, George Jr., born Aug. 28.

TIMELY

Radio Reloj Announces Time Every Minute

RADIO RELOJ S. A. Havana, Cuba, is now on the air 18 hours a day, seven days a week, broadcasting the time every minute on the minute during that time. Five seconds of each minute are taken up with the time announcements.

Each minute from 6 a.m. to midnight is divided into: Five seconds for the time, 25 seconds for four spot announcements 30 seconds for news and items of general interest.

On Radio Reloj, which calls itself "Cuba's Newsclock of the Air" it is possible to purchase a maximum of 1080 spot announcements a day, at a one-day price of $360. Call letters are CMCB, and station operates on 1330 kc, 250 w.

WCOA

PENSACOLA, FLORIDA

Increases Power to 5000 WATTS

Northwest Florida's NBC Outlet Broadens Field This Month!

WCOA, in switching to a powerful 5000 watts, brings to reality a long-planned expansion program. Pensacola listeners will now enjoy greater volume for their favorite NBC Broadcasts with virtual elimination of interference from outside stations. And reception will be remarkably improved in the large surrounding area, which includes the permanent Naval Air Training Base, largest of its kind in the country.

WCOA offers primary coverage in Northwest Florida and Alabama where NET effective buying income is now over $111,000,000 annually! There is an ample sales potential in this enlarged Pensacola market.

JOHN H. PERRY ASSOCIATES

New York, Philadelphia, Detroit, Chicago, Atlanta

The U.S. Leads the World in Air Freight

The scheduled Airlines of the United States operate the largest air freight transportation system in the world. A fleet of 700 planes, all of which carry cargo as well as passengers, plus a fleet of 50 all-cargo planes, provides air freight service between the hundreds of communities served by these lines.

Three times since 1941 the scheduled Airlines have reduced air freight rates, including 25% reduction effective August 1, 1947. Thousands of tons of goods today are moving on regular daily schedules at rates as low as 16¢ per ton mile. This air-swift transportation is saving shippers thousands of dollars daily in scores of ways . . . from packaging and handling economies to elimination of warehousing and speed-up of turnover.

Air Freight is the newest arm of America's strength in the air. Sustained today by the nation's industrial enterprise, it is alert and ever ready in case of national emergency.

You get there quickly, comfortably and economically when you go by *scheduled* Airline. Passenger fares are lower even than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's *scheduled* Airlines and leading aviation manufacturers.

In one day, one scheduled airline dispatched planes from one airport carrying these varied commodities as Air Freight:

- Piston Rings
- Upholstery
- Machinery
- Ribbon
- Rubber Thread
- Meters
- Iron Lung Mechanism
- Oil of Wintergreen
- Iso-octane Gasoline
- Military Clothing
- Fountain Pens
- Nylons
- Printed Matter
- Rayon
- Golf Bag
- Raw Film
- Bicycle Pedals
- Eyebrow Pencils
- Hearing Aids
- Table Cloths
- Newsreels
- Movie Films
- Draperies
- Dresses
- Live Sea Food
- Radios
- Shoes
- Tools
- Furs
- Art
- Night Dresses
- Brassieres
- Carving Sets
- Lamps
- Bank Checks
- Gardenias
- Camellias
- Diplomatic Pouches
- Airplane Armored Plate
- Bathing Suits
- Neckties
- Aircraft Parts
- Clock Dials
- Cut Flowers
- Valve Parts
- Photographic Film
- Orchid Plants
- Raincoats
- Watch Parts
- Ammeters
- Surgical Knives
- Watch Novelties
- Cable
- Stationery
- Dog
- Perfumes, Cosmetics

Air Transportation Strengthens America

THE SCHEDULED AIRLINES OF THE UNITED STATES

AGENCIES

L. G. MOSELEY, with the San Francisco office of Foote, Cone & Belding since 1943, has been appointed manager of that office. Prior to his affiliation with the agency he was assistant to the president of Bowman, Deute, Cummings in San Francisco. He replaces **HERBERT K. REYNOLDS,** retired.

HARRY M. IRELAND, formerly with J. Walter Thompson Co., New York, as account executive on Owens-Illinois Glass Co., has resigned to join Compton Adv., New York, as vice president and account executive. He is in charge of drug products work at Compton.

GEORGE P. MacGREGOR, formerly with Coca Cola Co. and Young & Rubicam, New York, has joined New York office of Dancer-Fitzgerald-Sample, in an executive capacity to work on drug accounts.

WILLIAM I. DENMAN Jr., for five years with Detroit office of Young & Rubicam, has opened his own advertising agency, William I. Denman Inc., with offices at 2210 Penobscot Bldg., Detroit. Mr. Denman serviced a wide variety of accounts while with Young & Rubicam, and is a veteran in the advertising business.

Mr. Denman

SAMSON BERRY Jr., for years one of Philadelphia's top reporters, has joined public relations department of Gray & Rogers, that city, which is expanding its publicity staff. Mr. Berry, information specialist for War Assets Administration and prior to that with Philadelphia Record for 18 years, will be assistant publicity director.

LOUIS C. ROLONTZ, former sales and advertising manager of Crest Specialty, Chicago, and previously regional sales director of Pal Razor Blade Co., has joined Kuttner & Kuttner Inc., Chicago, as account executive.

JERRY EDGECOMB and HOWARD REITTER have established a Santa Ana, Calif., agency at 401 East Fourth St., under name of Edgecomb & Reitter Adv.

MORGAN Adv., Phoenix has opened Los Angeles offices at 2404 West 7th St. Telephone: Drexel 6676. **RICK CLARK** has been shifted from Arizona offices to head new operation as West Coast manager. **PAUL TERRY,** formerly with Wade Adv., Chicago, has joined firm as an account executive overseeing advertising activities of Studio Girl Shampoo and Bonnie Bell (cosmetic).

ANONA HANSEN, formerly with Connors & Co., Hollywood, is media director.

JOHN T. P. MacDONALD Jr., account executive of Hixson-O'Donnell Adv., Los Angeles, and Charlotte Mary Williams were married in Santa Ana, Calif., on Aug. 21.

HOWARD MOSER, radio account executive of Ross Sawyer Adv., Los Angeles, is the father of a girl, Wendy.

JEROME ROBINS, former president of Aircraft Machinery Corp., Burbank, Calif., has joined Booker-Cooper Inc., Los Angeles agency, as account executive.

JOHN R. SWALLOW, West Coast manager of Makelim Assoc., Chicago, has resigned to devote full time to KVVC Ventura, Calif., scheduled to go on air in mid-September.

R. H. ALBER Co., Los Angeles agency, has moved to larger offices at 439 North Larchmont Blvd. Telephone: Hollywood 8273.

ALEXANDER J. DUKE, art and production director of Capka, Kennedy & Duke Adv., Hollywood, is the father of a girl.

JAMES DeGRAW, former account executive of Steller-Millar-Ebberts, Los Angeles, has joined Hunter Adv., that city, in similar capacity.

WILLIAM BURCH, producer for Ruthrauff & Ryan Inc., Hollywood, on CBS "Gene Autry Show," is the father of a boy.

CLEMENS F. HATHAWAY, associated with J. Walter Thompson Co. for 12 years as an executive and director of the agency's consumer panel, has joined Geyer, Newell & Ganger Inc., New York, as an account executive.

HENRY R. TURNBULL, president of Booth, Vickery & Schwinn, New York, is the father of a girl born Aug. 29. The baby was named after her mother, **VIRGINIA BUTLER TURNBULL,** former timebuyer for Lennen & Mitchell, New York.

FRED CHAPMAN, formerly in advertising section of several California newspapers and more recently with the Monterey Peninsula Assn., has joined Ad Fried Adv., Oakland, as account executive.

RHODES & JAMIESON Ltd., Oakland, Calif., has appointed Ad Fried Adv., same city, to handle its advertising. Radio will be used.

NIEL HEARD, account executive with Garfield & Guild, San Francisco, has resigned to become general sales manager for Louis Milani Foods Inc.

ELLIS ADV. Co., Toronto, branch of Buffalo company of same name, has changed name in Canada to **MUTER & CULINER Ltd.,** and continues association with Ellis Adv. Co., Buffalo and New York.

FRED D. ADAMS, formerly of CKRC Winnipeg, and CFAC Calgary, has joined Cockfield Brown & Co., Winnipeg, as account executive.

WILLIAM E. HABERMAN has joined L. C. Cole Adv., San Francisco, as a full partner, according to an announcement by **L. C. C. COLE,** owner. **L. M. CLAYBERGER** has joined the firm as account executive.

KAPLAN & BRUCK, New York, has been elected to membership in the American Assn. of Adv. Agencies.

WALTER CRAIG, vice president and radio director of Benton & Bowles, New York, is in Hollywood to check initial fall broadcasts of NBC "Burns & Allen Show," which resumed Sept. 4.

JIM WRIGHT, formerly with Kastor, Farrell, Chesley & Clifford, New York, has joined Harry B. Cohen Adv., New York, in an executive capacity.

BARTON A CUMMINGS, formerly with Maxon Inc., New York, has joined the account executive group of Compton Adv., New York.

FRED RUDGE Inc., New York, has been elected to membership in the American Assn. of Adv. Agencies.

RICHARD C. HUNT, formerly with Ekco Products Co., Chicago, has joined Christiansen Adv., Chicago.

LAWRENCE V. SNYDER Jr., former assistant manager of Melamed-Hobbs Inc., Chicago, has joined Newby & Peron Inc., Chicago, as copywriter.

PAT WEAVER, vice president and radio director of Young & Rubicam, New York, is in Hollywood for three weeks to look over West Coast operations.

L. G. WILCOX, former vice president of Evans Assoc., Chicago, has joined executive staff of Burton Browne Adv., Chicago.

HENRY E. MEYER, formerly with NBC, has been named account executive with Raymond E. Nelson Inc., New York.

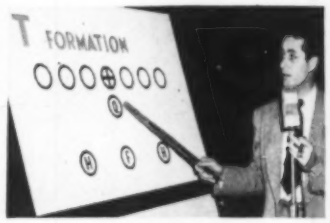
PIGSKIN PROMOTION

KOMA's Curt Gowdy Gives Football Lectures

UNIQUE promotion for the KOMA Oklahoma City broadcasts of the Oklahoma U. 1947 football games has given added impetus to the area's interest in the contests. Curt Gowdy, KOMA sportscaster, now in his third season of describing the games for the radio audience, is currently making a series of lectures, which he calls "Football Parade of 1947."

Mr. Gowdy will appear before more than 20 civic clubs in leading cities of KOMA's listening area before the opening game at Detroit. He uses large charts to illustrate the various formations now in use, and after the informative portion of the lecture, he gives his predictions for the 1947 series.

Each member of the clubs before which he appears is given a wallet-size 1947 O.U. football



Mr. Gowdy illustrates the "T."

schedule which is backed with a photo of Mr. Gowdy. Times of the broadcasts are also listed.

While the luncheon preceding Mr. Gowdy's talk is going on, the easel used to illustrate the plays holds a plaque reading "Anderson Prichard brings you the 1947 O.U. football games with Curt Gowdy . . . KOMA, 1520 on your dial." Anderson Prichard Oil Corp. is sponsor. Plaque which appears during Mr. Gowdy's predictions reads "For the best in sports, stay tuned to KOMA." No further mention of the station or sponsor is needed.

Columbia Announces Five Renewals for 52-Weeks

CBS last week announced five 52-week renewals.

The Cream of Wheat Corp., Minneapolis, effective Sept. 20 renews "Let's Pretend," Saturday, 11:05-11:30 a.m. Agency is BBDO, New York. Campbell Soup Co., Camden, N. J., effective Sept. 7 renewed "Corliss Archer," Sunday, 9-9:30 p.m. Agency is Ward Wheelock Co., Philadelphia.

Bowey's Inc., Chicago, effective Sept. 20 renews "Stars Over Hollywood," Saturday, 12:30-1 p.m. Agency is Sorensen & Co., Chicago. Armstrong Cork Co., Lancaster, Pa., effective Sept. 27 renews "Theatre of Today," Saturday, 12 noon-12:30 p.m. Agency is BBDO, New York. Hall Bros., New York, effective Sept. 11 renews "Reader's Digest-Radio Edition," Thursday, 10-10:30 p.m. Agency is Foote, Cone & Belding, New York.

THE THIRD annual Radio Workshop of WTOP-CBS Washington, D. C., is now underway at Wilson Teachers College in Washington. More than 200 school teachers, students, and club leaders are enrolled.

No Justice

WHEN two Freds, Haney and Henry, work for the the same station most anything can happen. Similar last names tend to induce confusion at times around KLAC Hollywood, but none to compare with the most recent incident. Mr. Henry, assistant general manager of station, won the Howard Jones memorial golf tournament for radio, press and sports people with a low net of 65. Newspaper credit for win and the prize went to Sportscaster Haney.

more news of all radio
AM • FM
Television
Facsimile

BROADCASTING
MAGAZINE

THAN ALL OTHER PUBLICATIONS COMBINED!

Subscribe Now—52 Issues and Yearbook No. $7.00

Don't miss the big

Western Electric

exhibit at the

NAB CONVENTION

Atlantic City Auditorium

SEPTEMBER 15-18

OVER

Meet your friends and see
Western's outstanding line of Broadcast Equipment
10 KW FM TRANSMITTER
3 KW FM TRANSMITTER
250 WATT AM TRANSMITTER
NEW TUBES FOR FM BROADCASTING
25B SPEECH INPUT CONSOLE
23C SPEECH INPUT EQUIPMENT
22D PORTABLE SPEECH INPUT EQUIPMENT
CUSTOM BUILT SPEECH INPUT EQUIPMENT
SPEECH INPUT AMPLIFIERS
BROADCAST MICROPHONES
1304A REPRODUCER SET
728B LOUDSPEAKER
755A LOUDSPEAKER
757A LOUDSPEAKER
3A POWER AND IMPEDANCE MONITOR
NEW FM FREQUENCY AND MODULATION MONITOR
CLOVER-LEAF FM BROADCAST ANTENNA
If you can't get to the NAB Convention, get the story on new Western Electric products from your local Graybar Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.
Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES
— QUALITY COUNTS —

Advance Registration for FMA Convention

FOLLOWING are registrations received as of Sept. 2 for the FM Assn. annual convention Sept. 12-13 in the Roosevelt Hotel, New York (see separate story this issue).

A

Andrew, John, Associated Program Service, New York
Arnold, George Jr., WTAD Quincy, Ill.
Austin, T. W., WFMY Greensboro, N. C.

B

Bailey, Bill, FMA Washington
Bailey, Stuart L., Jansky & Bailey, Washington
Balcom, Max F., Radio Manufacturers Assn., New York
Bannerman, G. C., Mayer, Bannerman & Rigby, Washington
Barker, C. G., Magnecord Inc., Chicago
Barton, Francis C. Jr., Federal Advertising Agency, New York
Baughn, Edward F., WPAG-FM Ann Arbor, Mich.
Beard, Bryce P., WSTP-FM Salisbury, N. C.
Beer, Robert M., WATG-FM Ashland, Ohio
Behr, Joseph, Radio Engineering Labs., Long Island City
Bingham, George W., WHVA Poughkeepsie, N. Y.
Boddy, Clayton J., WLOB Claremont, N. H.
Boyd, Hugh N., WHNM New Brunswick, N. J.
Braum, Cyril M., FCC Washington
Bray, W. E., WMRC-FM Greenville, S. C.
Broughton, W. G., General Electric Co., Syracuse
Bryan, Bill, KMUS (FM) Muskogee, Okla.
Buisch, Louis G., WWHG-FM Hornell, N. Y.
Bullock, Mark W., KFAB-FM Lincoln
Burke, Harry D., KFAB-FM Omaha

C

Campbell, Doug, WJEM Springfield, O.
Chain, Sol, WBIB New Haven
Claire, Miss Marion, WGNB Chicago
Clark, Plez S., KFH Wichita
Codel, Edward, FM Business, New York
Cottone, Benedict P., FCC Washington
Couture, Faust, WCOU-FM Lewiston, Me.
Coy, Wayne, WINX Washington

D

Dady, Ray E., KWK St. Louis
David, W. R., General Electric Co., Syracuse
Davidson, H. M., WNDB-FM Daytona Beach
Denny, Charles R., FCC Washington
Dillard, E. L., WASH-FM Washington
Doane, John, FCC Washington
Draughon, Jack M., WSIX Nashville
Draughon, Louis R., WSIX Nashville
Driscoll, George S., WHFM Rochester

E

Eastwood, W. T., WHFM Rochester
Eitel, W. W., Eitel-McCullough, San Bruno, Calif.
Ekstrum, Robert N., WTCN-FM Minneapolis
Eldridge, Hudson, WASH-FM Washington
Esau, John, KTUL-FM Tulsa
Evans, Haydn R., WTAQ (FM) Green Bay, Wis.
Evans, Richard G., WIZZ (FM) Wilkes-Barre, Pa.

F

Farnsworth, Guy, WATG-FM Ashland, Ohio
Fidler, James C., U. S. Weather Bureau, Washington
Finch, W. G. H., WGHF New York
Findley, L. K., Collins Radio Co., Cedar Rapids
Fischer, Fred W., Westinghouse Electric Corp., Baltimore
Fletcher, Fred, WRAL-FM Raleigh, N. C.
Friedman, Albert, Olympic Radio & Television, Long Island City
Fry, Paul R., KBON-FM Omaha

G

Galvin, John Jr., KRCC Richmond, Calif.
Gardiner, S. Jay, Olympic Radio & Television, Long Island City, N. Y.
Gillett, Glenn D., Glenn D. Gillett & Associates, Washington
Goldberg, I., Pilot Radio Corp., Long Island City
Grady, Rev. R. F., WFUV New York
Griswold, Walter, WIBX-FM Utica
Gross, Julian, WKNB New Britain, Conn.
Gunther, Frank A., Radio Engineering Labs., Long Island City

H

Hall, E. L., Pilot Radio Corp., Long Island City
Harris, John P., KIMV Hutchinson, Kan.
Hawkins, Ewing B., WNBF-FM Binghamton
Hayes, Arthur Hull, WCBS-FM New York
Hennessy, Ed J., WRBL-FM Columbus, Ga.
Hester, Walter F., WHPE-FM High Point, N. C.
Hodel, E. J., WCFC Beckley, W. Va.
Hodges, B. S. Jr., WGTC-FM Greenville, S. C.
Hoeseler, L. W., RCA Victor Division, New York
Hofheinz, Roy, KOPY Houston
Hollis, Jim, Collins Radio Co., Cedar Rapids, Ia.
Holloway, R. W., WRLD-FM West Point, Ga.
Holt, Thad, WAFM Birmingham
Hook, H. B., WTAD Quincy, Ill.
Hull, Earl C., WHLD-WHLD-FM Niagara Falls
Humphrey, Thomas R., WHYN-WHYN-FM Holyoke, Mass.

I

Insull, S. Jr., Stewart Warner Corp., Chicago

J

Jacobsen, W. S., KROS Clinton
Jaeger, W. C., General Electric Co., Syracuse
Jakubowski, Joseph J., WLIV Providence, R. I.
James, E. P. H., MBS New York
Jansky, C. M. Jr., Jansky & Bailey, Washington
Jayne, Dad E., WELL-FM Battle Creek, Mich.
Jolley, R. A., WMRC-FM Greenville, S. C.
Jones, E. Z., WBBB-FM Burlington, N. C.
Jurin, Sydney, Pilot Radio Corp., Long Island City

K

Katzell, Raymond, WGNR New Rochelle, N. Y.
Kearns, Rep. Carroll D., Washington
Kelley, Gaines, WFMY (FM) Greensboro, N. C.
Kelly, William J., Stromberg-Carlson, Rochester
Kern, Helmuth F., WCFM Washington, D. C.
King, A. Lewis, WFMO Jersey City
Kohn, Raymond F., WFMZ Allentown, Pa.
Koplovitz, William C., Dempsey & Koplovitz, Washington
Kutsch, William, WMMJ Chicago

L

Leberman, Palmer K., WGYN New York
Leich, Martin L., WBOW-FM Terre Haute, Ind.
Leitzell, Ted, WEFM, Zenith Radio Corp., Chicago
Lewis, Richard F., WINC-FM Winchester, Va.
Lindquist, Lansing B., WSYR-FM Syracuse
Lodge, William B., WCBS-FM New York
Lyman, Frank Jr., WXHR (FM) Harvey Radio Labs., Cambridge, Mass.

M

Marks, Leonard, Cohn & Marks, Washington
Mason, Jay E., WJTN-FM Jamestown, New York
Masters, F. D., Stewart-Warner Corp., Chicago
Mayer, J. Gerald, WKRT-FM Cortland, New York
Mayoral, George A., WRCM New Orleans

Mc

McCanne, Lee, WHFM Rochester
McCullough, J. A., Eitel-McCullough, San Bruno, Calif.
McKinsey, W. R., KSPI-FM Stillwater, Okla.
McNulty, Thomas, WMCP Baltimore
Meck, John S., John Meck Industries, Plymouth, Ind.
Meyer, Felix, WFIL-FM Philadelphia, Pa.
Miller, Allan H., Allan H. Miller Inc., Toledo
Miller, C. W., Westinghouse Electric Corp., Baltimore
Miller, Neville, Miller & Schroeder, Washington
Minderman, Earl, FCC Washington
Moore, R. E. L., Transradio Press, New York
Mountjoy, Garrard, WHFM Rochester
Murray, Louis H., WPAM Pottsville, Pa.

N

Nafzger, Lester H., WELD RadiOhio, Columbus
Neal, James L., KAKC-KAKC-FM Tulsa
Nedow, Ben, KECK Odessa, Texas
Neely, Norman B., Norman B. Neely Enterprises, Hollywood

O

O'Brien, Robert, KSWI Council Bluffs, Iowa
Ottaway, W. W., WTTH-FM Port Huron, Mich.
Owen, Reeve, WTOC-FM Savannah

P

Pagliara, Nicholas, WEW-FM St. Louis
Perdiue, H. L., General Electric Co., Syracuse
Plotkin, Harry M., FCC Washington
Proctor, Frank S., WTJS-FM Jackson, Tenn.

R

Ragle, Gene, WCLT Newark, O.
Ray, S. W. Jr., WRCM New Orleans
Reed, Paul W., WFAH Alliance, O.
Rennaker, R. B., Collins Radio Co., Cedar Rapids, Ia.
Rhodes, Ellsworth E., WLIV Providence, R. I.
Riblet, H. B., Glenn D. Gillett & Assoc., Washington
Rigby, F. G., Radio Consultants, Washington
Ritter, Gordon T., Noblitt-Sparks Industries, Columbus, Ind.
Robertson, James W., WFMD-FM Frederick, Md.
Robinson, Ralph J., WACE-WACE-FM Springfield, Mass.
Rothensies, Walter J., WSBA-FM York, Pa.
Roussey, Ralph F., WMMJ Chicago
Rudloff, Everett, WJLK Asbury Park, N. J.
Runyon, C. R. Jr., Radio Engineering Laboratories, Long Island City
Runyon, C. R., III, Radio Engineering Laboratories, Long Island City

S

Sandford, Edgar, WGNR New Rochelle, N. Y.
Sayler, Allen W., UAW-CIO Broadcasting Corp. of Mich., Detroit
Schapira, Maurice, WGNR New Rochelle, N. Y.
Schoenen, Percy L., Olympic Radio & Television Inc., Long Island City
Sexton, Morgan, KROS Clinton, Iowa
Siegel, Seymour N., WNYC-FM New York
Sisson, George L., Jr., WCFR Fall River, Mass.
Smith, Robert L., WGAZ Charleston, W. Va.
Spellman, Raymond, Noblitt-Sparks Industries, Columbus, Ind.
Sprague, Glenn L., WWHG-FM Hornell, N. Y.
Stabile, Henry E., Coastal Broadcasting Co., Bay Shore, N. Y.
Stewart, E. J., Australian Government
Stone, Jerry, WNDB-FM Daytona Beach, Fla.
Stone, Norbert, Coastal Broadcasting Co., Bay Shore, N. Y.
Stovall, Joel, WCTS-FM Cincinnati
Strouse, Ben, WWDC-FM Washington, D. C.
Sutherland, George L., WBRD Wilmington, Del.

T

Taft, David G., WCTS-FM Cincinnati
Tighe, Thomas B., WJLK-FM Asbury Park, N. J.
Tuhy, Stephen Jr., Attorney, Washington

U

Updike, Fritz, WRUN-FM Rome, N. Y.

V

Valerius, Walter, WKNP Corning, N. Y.

W

Wagner, Paul E., WCSI Columbus, Ind.
Waldschmitt, Joseph A., E. C. Page, Consultants, Washington
Walter, Henry, WCFM Washington
Wannamaker, Allen, WGTM-FM Wilson, N. C.

(*Continued on page 54*)

Too Much Help

CJCH HALIFAX, found out how not to solve staff shortage problems recently. The station had a part-time announcer in the evenings, who ran a trucking business in the daytime. He happened to mention that business was not particularly good with his trucking operations, so as a gesture, the management of CJCH put out five spot announcements one day.

As a result, he got so much business that he had to inform the management of CJCH that he would have to drop the evening stint in order to meet the demand.

WHIO DAYTON

COVERS THE No. 1 Market OF SOUTHWESTERN OHIO

"MARKETS ARE PEOPLE WITH BUYING POWER"

The Dayton Rubber Company

SOLID, SUBSTANTIAL CITIZENS are the Dayton listeners you reach over WHIO. 53% of Dayton's 69,000 dwelling units are owner-occupied. 97.5% of Dayton families are radio families. Their effective buying power, estimated at $4,903 per family ($1,263 higher than the national average), rests solidly on regular employment at such world-famous manufacturing plants as The Dayton Rubber Company.

Use WHIO to sell the Dayton market consistently.

5000 WATTS BASIC CBS **WHIO** DAYTON, O.

News: UP, INS, PA—CBS' Best Shows

G. P. Hollingbery Company, Representatives
Harry E. Cummings, Southeastern Representative

Yes, that's right . . . It's another Cardinal Quality MERRY CHRISTMAS PACKAGE of FOUR QUARTER-HOUR shows . . . the same type 208 stations bought sight unseen last year, just a month before Christmas . . . This year they're ready now!

ALL FOUR SHOWS ONLY $20.00

That's the price, no matter the size of your market. Three are specifically designed for Christmas Eve and Christmas Day . . . the fourth for either New Years Eve or New Years Day. Built so you can smoothly incorporate local advertiser or station holiday messages. These messages go into the body of the programs making them just like your own special Christmas programs.

Top Network Talent:
Irene Manning
Dick Foran
Frank Graham
Ivan Ditmars
Thomas Freebairn Smith

Written by:
Walter (Hank) Richards, Story Editor of "Cavalcade of America" and "This is My Best."

Produced by:
John Nelson of "Bride and Groom" and "Breakfast in Hollywood."

First Come—First Served
Exclusive in your city

For Audition Disc
Write or Wire Today!

THE CARDINAL COMPANY
New York • Hollywood • Chicago
6000 Sunset Blvd., Hollywood 28.
California

Recommends Two Networks in S. Africa

Miss Dommisse Says Each Could Schedule Time For Commercials

URGING utilization of American principles adapted to South African peculiarities, Miss Hermien Dommisse, South African representative in New York, has submitted her report to the commission investigating the possibilities of commercial radio in South Africa.

After three months of first-hand study of American radio, Miss Dommisse has suggested, in her principal recommendation, that South Africa adopt the American system of network transmission with separate chains for each of the two dominant language groups in her country, English and South Afrikaan.

The South African government at present is supporting 22 individual stations, eleven of them English speaking and an equal number broadcasting in South Afrikaan. None of these, of course, is commercial. Tentative plans call for a third transmission which would operate on an all-commercial schedule.

Miss Dommisse's report speaks out strongly against this third operation and urges instead the linking of all eleven English speaking stations into one network, with the same provision for the eleven South Afrikaan stations. Both of the networks, she maintains, should specify a certain number of hours for commercial scheduling, thus eliminating the need for the invidious competition of a third network.

Would Abolish Fees

Miss Dommisse's second important recommendation urges abolition or reduction of licensing fees in her native country in favor of the free transmission principle practiced in America. At present the South African fee amounts to approximately ten dollars a year. As a direct result of that tax, Miss Dommisse told BROADCASTING, only 20% of the two and a half million persons in South Africa are reported as owning radio sets, though a small black market on sets probably raises that total closer to 30%. Listeners frequently purchase radios without reporting them to the government in an effort to avoid the licensing fee.

Reduction or revocation of the tax, Miss Dommisse feels, would increase the number of sets per capita and thus heighten the prospective sponsors' interest in the medium.

Her recommendations for the cultivation of talent, based on her American experience, are twofold: first, she would raise salaries in South Africa. Currently they are so low that most talent works at other jobs such as stenography in order to earn enough money. Increasing the rate would also attract talent from other phases of show business such as movies, legitimate theatre, etc. Secondly, Miss Dommisse maintains, a school should be established to train and develop new talent.

Miss Dommisse told BROADCASTING that this particular point—the developing of new talent—puzzled her in American radio. For example, she thought that the American Theatre Wing's radio section should receive greater endorsement by the radio industry as a source for new talent.

However, on the whole Miss Dommisse admitted that she had tremendous respect for American radio. "It clearly offers its listen-

(*Continued on page 60*)

ADOPTION by her native South Africa of the American system of network transmission is recommended by Miss Hermien Dommisse, who has spent three months in the U. S. studying American broadcasting. Reporting to the commission investigating the possibilities of commercial radio in South Africa, Miss Dommisse proposes separate networks for each of the two dominant language groups in her country, English and South Afrikaan. She proposes that each network specify certain hours for commercial broadcasts.

News

BILL LARNER, who has recently joined the special events and news departments of WMFF Plattsburg, N. Y., has been named UP correspondent for Plattsburg and surrounding area.

BARNEY KEEP has been named chief sports announcer for KEX Portland, Ore.

LARRY TREXLER, veteran newsman long associated with Scripps-Howard stations, has been signed by WDIA Memphis to handle newsroom and produce and air news shows. Station is beginning new service of broadcasting five minutes of news five minutes before the hour every hour, under the sponsorship of Robert Hall clothes. Robert Hall will sponsor all but two of the station's news periods.

Mr. Trexler

ERWIN NEWS SERVICE, Washington, Aug. 25 began West Virginia daily home news service from Washington to WKNA Charleston, W. Va. WKNA is served by TWX direct from ENS offices in The Star Bldg., Washington, as well as by airmail.

JAMES SWAN, newsman and m.c. at WJTN Jamestown, N. Y., is the father of a girl.

FMA Registration

(*Continued from page 53*)

Ware, William E., KSWI-FM Council Bluffs, Ia.
Warnock, Glenn P., WAIM-WCAC-FM Anderson, S. C.
Waterbury, Edwin M., WOPT-FM Oswego, N. Y.
Watkins, John C. A., Providence Journal Co., Providence, R. I.
Way, J. Buz, WCFR Fall River, Mass.
Weber, Fred, WDSU-FM New Orleans
Wheeler, Edward A., WEAW Evanston, Ill.
Wheeler, Edwin K., WWJ Detroit
Wilson, Augustus M., Colonial Broadcasting Co., Providence, R. I.
Wilson, York L., Southern Broadcasters, Washington
Wolfe, Robert F., WFRO-FM Fremont, Ohio
Wolfskill, KOZY-FM Kansas City
Wood, Francis Carter Jr., WFMO Jersey City
Wood, Helen, WIBX-FM Utica, N. Y.
Wood, Herbert S., WCFM Washington
Wright, O. R., KOZY-FM Kansas City

Y

Yeandle, R. S., General Electric Co., Syracuse

Allied Arts

C. H. KLEINMAN, formerly with RCA New York, working on AM, FM and television equipment, has been appointed head of broadcast equipment sales division of Houston Radio Supply Co., Houston, Tex. **R. S. BUSH,** former general manager and chief engineer of KRIS Corpus Christi, Tex., has been appointed manager of Houston Radio Supply Co.'s Memphis office, and **GEORGE R. WINSTON,** formerly with WWL New Orleans, has taken charge of the company's Dallas office.

ALTEC LANSING Corp., New York, has appointed Northern Electric Co. Ltd. as exclusive agent for manufacture and sale or lease in Canada and Newfoundland of all Altec Lansing products.

RCA VICTOR Div., Camden, N. J., officially opened new television receiver production facilities at Indianapolis a fortnight ago, with ceremonies attended by many of the company's top officials, including **JOSEPH B. ELLIOTT,** vice president in charge of Home Instruments Dept. Indianapolis plant heretofore has been devoted to manufacture of console Victrola radio-phonographs. RCA invested $750,000 to prepare the plant for television manufacturing.

RICHARD M. PETERSON, formerly with A. C. McClurg & Co., Chicago, has been appointed southeastern regional manager for the radio division of Stewart-Warner Corp., Chicago.

EDWIN M. MARTIN, vice president and secretary of Farnsworth Television & Radio Corp., Ft. Wayne., Ind., has been elected a director of the American Bosch Corp., Springfield, Mass.

FRANCIS H. HOGE Jr., vice president of U. S. Television Mfg. Corp., New York, and Mrs. Helene Gales Shafer of Locust Valley, L. I., N. Y. are to be married Sept. 10.

ELEANOR MILLER, former writer of "Consumer Time," joint NBC-U.S. Dept. of Agriculture public service feature which culminated 14 years on the air in August, has joined the Red Cross Area office in Alexander, Va., as radio chief and head of speakers bureau.

WILLIAM J. AHLFELD, formerly with Chicago Daily Times, has joined Harry Coleman & Co., Chicago public relations firm.

GEORGE M. BURBACH Jr., formerly with McCann-Erickson, New York, has joined Pathescope Productions, New York, producer of industrial and educational films, as coordinator of post-production services.

IMPERIAL RADIO PRODUCTIONS, Toronto, has been appointed exclusive Canadian distributor for Hamilton-Whitney Productions, Hollywood, starting with new quarter-hour drama series "The Unexpected."

JACK FINLEY, formerly with various firms in the West in sales promotion work, has joined sales force of Television Screen Productions, New York.

3 FACTS ABOUT KSL SELLING POWER

that make KSL advertising more profitable for you

KSL PRESTIGE

KSL has long been regarded by listeners and businessmen, alike, as a quality station. In a recent independent survey, 4 out of 5 of the Intermountain wholesalers, jobbers, and brokers in Salt Lake City listed KSL as their choice for the best coverage of the Intermountain market.

AND

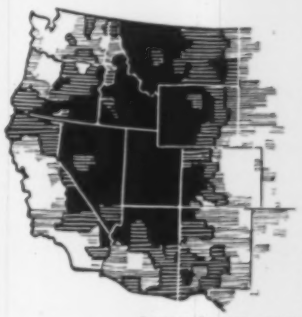
KSL LEADERSHIP

Throughout its history, KSL has been consistently first with the finest in radio, including engineering research, program standards, and public service. Recognition has come in the form of the West's first Peabody Award and First Award for Farm Programs at Ohio State University.

AND

KSL COVERAGE

According to Broadcast Measurement Bureau, KSL's nighttime signal blankets an area in 17 states that includes 1,391,370 radio families. KSL's daytime coverage is large, too, and includes 722,820 radio families in an 11 state area. KSL offers advertisers a coverage of the West that cannot be duplicated on any other station or network.



KSL NIGHTTIME COVERAGE

Based on BMB Study No. 1

Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

Counties with 50% to 100% BMB
Counties with 30% to 49% BMB
Counties with 10% to 29% BMB

SUMMARY BY KSL LEVELS

	NO. OF COUNTIES	1946 RADIO FAMILIES	BMB NIGHTTIME RADIO FAMILIES
50 to 100% -	152	465,670	354,290
30 to 49% -	89	292,320	121,110
10 to 29% -	148	633,380	110,360
Total - - -	389	1,391,370	585,760

Station Reprint containing complete BMB information by counties and measured cities available free on request. Base map copyright BMB, 1946.

MEAN

MAXIMUM EFFECTIVENESS FOR YOUR ADVERTISING

ON

KSL

CBS

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY
Edward Petry & Co., Representatives

PRODUCTION

DICK CUTTING, program director of KFAC Los Angeles, has resigned with no plans announced. **TOM CASSIDY** is acting program manager of station.

JOHN SLOTILOCK has joined general service department of KYW Philadelphia.

JOE GRADY, WPEN Philadelphia announcer who recently organized his own band, with **ED HURST**, co-emcee of WPEN's "950 Club" show, as vocalist, will make records in September and appear at Click night club.

HARRY EINSTEIN (Parkyakarkus) is recovering from neuro-surgery operation at Cedars of Lebanon Hospital, Los Angeles.

HY AVERBACK, Hollywood announcer-actor, has been signed to handle commercials on NBC "Village Store" starring Jack Carson.

JOHN MILTON KENNEDY, announcer of CBS "Lux Radio Theatre," also has been signed to handle five-weekly NBC "Today's Children."

HARRY R. LUBCKE, Don Lee Broadcasting System, Hollywood, television director, will discuss "Television Broadcasting Operation" at meeting of Academy of Television Arts and Sciences on Sept. 9.

ERNEST MORGAN, senior music producer of CBC, Toronto, has been loaned by CBC for two months to the Bahamas Government to assist in re-organization of radio planning and production work for the Bahamas Government radio stations.

TOM MOORE, Chicago freelance announcer, has been selected as winner of auditions to find a replacement for **JOHNNY OLSON** as m.c. of "Ladies Be Seated" program, 2-2:30 p.m. on ABC. Program is sponsored by Quaker Oats and Toni Co. and originates from Chicago. Mr. Olson recently resigned because of differences with show's producer, Chuck Acree.

A DREAM CAME TRUE for Isabel Shaffer, staff organist at WSJS Winston-Salem, N. C., when she was allowed to play the five-manual Wurlitzer organ at Radio City Music Hall, New York. Miss Shaffer recently went to New York on vacation, and some friends in Winston-Salem, knowing her desires to play the organ, contacted Sam P. Taylor, distributor sales manager of Western Electric radio division in New York, and asked him to make arrangements. While Music Hall acts rehearsed before the first show, Miss Shaffer performed, with the approval of Mr. Taylor.

LAN SINGER, director of news and special events at WMLO Milwaukee, has been named program director, succeeding **LANNY PIKE**, resigned.

JOYCE MERRELL, formerly in radio in Chicago, has joined WRR Dallas, Tex., as editor of program and commercial continuity.

FRED LANG, Yankee network announcer and newscaster, is the father of a boy, Frederick David.

GENE De ALESSI, 19-year-old announcer formerly with KLX Oakland, Calif., has joined announcing staff of WDSR Lake City, Fla.

BILL PEPPER, former manager of WGNS Murfreesboro, Tenn., is now program director at WELD (FM) Columbus, Ohio.

JAMES S. DUNCAN, chief continuity writer for KVFD Fort Dodge, Iowa, has accepted an assistant professorship at the U. of Alabama. His duties will consist of handling radio writing as well as the announcers of the university's radio station.

AL BOSS, violinist and music arranger, will join staff of WFIL Philadelphia on Oct. 1.

JAMES F. CHAMBERS, veteran of AFRS, has joined announcing staff of WLBR Lebanon, Pa., replacing **JAY MEREDITH**, resigned.

ELDER LIGHTFOOT SOLOMAN MICHAUX, formerly heard on CBS and MBS, Sept. 5 entered the television field with a series of weekly programs over WTTG, DuMont video station in Washington. Program is telecast each Friday at 7:30 p.m.

CLARE YOUNGS, program director of WBBM-FM Chicago, and Theodore Rietesel have announced their marriage.

CLIFF NORTON, Chicago radio actor, has replaced **JAMES WANG** in the role of "Connie" on "Terry & The Pirates," serial heard Mon.-Fri., 5:15-5:30 p.m. (CDST) on ABC.

Successful Fort Wayne, Ind., Grantee Opposes Rival's Plea for Rehearing

OPPOSITION was filed at FCC last week by Radio Fort Wayne Inc. to the Community Broadcasting Corp. petition for rehearing of the 1450 kc-case at Fort Wayne, Ind. Radio Fort Wayne, favored in the Commission's final decision on the 250 w facility after having received a proposed denial, declared that Community Broadcasting had received a full and proper hearing and that participation in the adoption of the final decision by Comr. E. M. Webster had been lawful. These facts were contested by Community Broadcasting in its petition for reconsideration [BROADCASTING Sept. 1].

Community Broadcasting, principally owned by Newscaster-Commentator Arthur Feldman and his wife, had been preferred in the 3-to-2 vote of the proposed decision. The Supreme Court ruling of "the one who decides must hear" was held to be basis for the claim that Commissioner Webster's vote on the final decision order was improper when he had not previously participated in the case.

To this Radio Fort Wayne stated that it was Comr. Ray C. Wakefield, whose term expired between the time of the final decision and the adoption of the final decision statement and order who had effected the majority switch in the final consideration. The petition added that Commisioner Webster's vote was upon an action which could be likened to a *nunc pro tunc* entry, that is "to speak what has been done, not create." Radio Fort Wayne further said that a full and proper hearing was not denied as the entire record of the proceeding was under consideration by the Commission before the last action.

Concerning Community's allegation that it was not permitted opportunity to be heard on the findings of fact contained in the FCC's final decision, Radio Fort Wayne stated that the findings were "not materially different" from the findings set forth in the proposed decision and to which Community "was not heard to object."

As to the Community belief that unjustified emphasis was placed upon the local ownership consideration, Radio Fort Wayne stated that FCC "acted in disregard of its avowed policies and passed pronouncements and the mandate expressed by Congress in the Act," continuing that the local ownership theory is not a tight rule but a factor among many others to be considered. The petition recited Community's statement that the Commission has often preferred non-residents to local residents because of various disqualifying factors and added that no such disqualifying factors existed insofar as Radio Fort Wayne were concerned.

WABZ Aids

POLIO EPIDEMIC in Stanly County, N. C., caused the county health department to forbid children's attendance at movies, swimming pools, schools and other public gatherings. To help entertain the children who were so restricted, WABZ Albemarle, started a daily hour-long record show dedicated to children, and recognizing their requests. A daily story hour also was inaugurated in cooperation with the Stanly County Public Library, to take the place of the library's story hour which had to be cancelled due to the epidemic. Sunday School was not forgotten either, as WABZ presented their Sunday School lessons of the air, with the Ministerial Assn. and superintendents of all church schools cooperating to help fill the home hours of the children.

WCPO Service

WARNING aired by Paul Dixon over WCPO Cincinnati is believed to have saved the life of Mrs. Louis E. Dubuque of that city. Mr. and Mrs. Dubuque were returning to their home from a vacation trip when they heard Mr. Dixon over the car radio stating that "Police are searching for Mrs. Louis E. Dubuque, bitten two weeks ago by a rabid cat . . ." The couple rushed immediately to the Cincinnati General Hospital where Mrs. Dubuque was given treatment. Physicians said that treatments must begin within about two weeks, and that the time was running out on Mrs. Dubuque when Mr. Dixon's warning reached her. Police, newspapers and radio stations of three states had joined in the search for the Dubuques. Mrs. Dubuque is out of danger now, hospital officials report.

THE O'SULLIVAN BUILDING in the heart of downtown Baltimore, highest structure south of New York, offers WMAR a lofty perch for its FM Pylon and television Super Turnstile antennas.

WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA

TYPICAL of the growing trend among leading metropolitan newspapers, The A. S. Abell Company, publishers of the *Sunpapers* of Baltimore, has adopted television to tie in with the activities of its publications.

When the *Sunpapers* station begins its test broadcasts it will be, like most newspaper-owned television stations from coast to coast, equipped throughout by RCA . . . from its five image-orthicon cameras to its Super Turnstile television antenna.

A full commercial schedule of wide-ranging programs will be broadcast through an RCA 5,000-watt television transmitter feeding a high-gain Super Turnstile antenna which boosts the effective radiated power to more than 17 kw. This antenna will be mounted atop an RCA Pylon antenna for simultaneous transmission of FM programs and television pictures and sound from *one* compact system 590 feet above the street in the heart of Baltimore.

Special mobile units, equipped with RCA microwave television relay links, will permit a flexible coverage of spot news, sports, and special events with easy, convenient relay of these remote pickups to the station transmitter.

Four RCA camera-projector units for studio use provide means for use of both 16 and 35mm films and permit easy insertion of station-breaks, commercials, and a variety of special effects. Complete facilities for monitoring, controlling, and routing all programs will give WMAR a versatile, easily operated setup.

Everything needed to get a television station . . . *your station* . . . into regular operation is now in quantity production at RCA. Let us know your television plans *now* to assure early delivery of equipment. Write Dept. 18-I.

*Already announced: *St. Louis Post-Dispatch, The Milwaukee Journal, The "Washington" Evening Star, The Philadelphia Inquirer, the Buffalo Evening News, and the Baltimore News-Post.*

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Lorillard Show

NEW FALL show for P. Lorrillard Co., New York (Old Golds), replacing its summer show "Rhapsody In Rhythm" Weds., 9:00-9:30 p.m. on CBS will start on Sept. 24. Show will then feature Frank Morgan, Don Ameche, and Frances Langford. Agency is Lennen & Mitchell, New York.

Golf Exclusive

BILL STERN, NBC sports director, has announced that the network has secured exclusive broadcast rights to the Los Angeles Open golf Tournament—first major golf event of 1948. Los Angeles Open usually is played early in January.

UCLA Extension Division has announced course in "Music For Radio" starting Sept. 22.

TECHNICAL

DONALD W. HOFF, formerly with Collins Radio Co., Cedar Rapids, has joined engineering staff of KCRG that city.

M. W. SCHELDORF, co-inventor of the circular loop antenna used by FM broadcasters, has joined engineering staff of Andrew Co., Chicago, as head of the engineering research department. Mr. Scheldorf was with RCA Victor for five year and with General Electric for 19 years. During the last five years he had been a specialist in antennas for GE. In his new capacity with Andrews Co. he will be responsible for long range development of new antenna, transmission line, and other related items marketed by the firm.

Mr. Scheldorf

GERRY DeMARRAIS, technician at KCRG Cedar Rapids, Iowa, is the father of a boy.

BARKER & WILLIAMSON Inc., Upper Darby, Pa., has developed a new audio frequency meter, Model 300, for making direct measurements of unknown audio frequencies within range up to 30,000 cycles. Frequency meter is useful for routine checking of audio oscillators or tone generators.

WMFJ Daytona Beach, Fla. is nearing completion of its Radio Center Bldg. and after a three-month delay has received the large tempered glass door for the entrance. The Tuf-Flex glass door weighs 500 pounds, is ¾" thick and swings on a double action hinge which is imbedded in concrete flooring Tuf-Flex is manufactured by Libbey-Owens-Ford Glass Co., Toledo, Ohio, and is said to be three to five times stronger than regular plate glass.

Record Installation

ENGINEERS at KFAB Lincoln, Neb. don't believe in wasting any time when there is a job to be done. FM equipment purchased for KFAB-FM was received in Lincoln at 9 a.m. on Aug. 25. By 11 a.m. all of the equipment had been unloaded and moved into position. Henry Young, a Westinghouse engineer, along with Mark Bullock and Burt Davis, KFAB engineers, worked all day and into the night, and by 1 a.m. the following day had installed the tubes and crystals, made all the power connections and finished the first circuit check. Tests were made and completed by 3 a.m. and KFAB-FM was on the air broadcasting at the scheduled time, 3 to 9 p.m., the same day. Manager Harry Burke of KFAB believes this is a record for installation of FM equipment.

Changes Name

KARCHER, SARVER & SLOCUM Adv., Long Beach, Calif. agency, has changed name to Karcher & Sarver Adv. George P. Karcher and John J. Sarver are the principals, having purchased the interests of J. L. Slocum in the firm.

Snowy Campaign

ZIEBARTH Corp., Seattle, will use West Coast radio along with other media in a campaign to introduce Snowy, a laundry bleach. Agency handling the account is Gerth-Pacific Adv., Seattle.

KVFD Aids

FUND for the future education of Lyle Ely, 7-year-old boy of Fort Dodge Iowa who recently lost his left leg and left arm in a freight train accident, has been established by the citizens of Fort Dodge, through the promotion of KVFD that city. The station started a drive for money a few days after the accident occurred, and now reports that $13,816.22 has been presented to the boy's guardian.

NATIONAL DISC M. C. contest winner in American Cancer Society competition is Robert Greer (l) of KPRK Livingston, Mont., shown receiving from Montana's governor, Sam Ford, a chronograph presented by the society. Mr. Greer won top honors by bringing in $700 in the annual cancer fund drive through his program, *Neighbors.*

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
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64 Broad Street New York 4, N. Y.

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Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
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CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
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Radio Towers
Erection, lighting, painting & Ground Systems
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NOW -- 48 HOUR SERVICE
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Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.
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ARE YOU MOVING?
WE'D like to move with you. Please tell us three weeks in advance your new address. You'll not miss an issue of . . . . .
BROADCASTING

ACCOUNT EXECUTIVES
The Pacific Coast's Greatest Half-Hour Radio Show Is Available
●
It's The Joe Hernandez Show
Currently Under Sponsorship in Los Angeles by Marshall & Clampett Plymouth & De Soto
1. The Highest Hooper, six nights weekly, of any like show in radio!
2. Biggest mail pull in the history of local radio, 56,000 letters in five weeks!
3. More than 1,000,000 listeners nightly, of which 68% are families, homemakers, ect.

The entire Pacific Coast, with the exception of the Los Angeles market, is immediately available.
●
THE JOE HERNANDEZ AGENCY
954 So. La Brea St.
Los Angeles 36, Calif.

BUILT-IN HOME RADIO

Reeves Sound Studios Develop New Concealed Units

A NEW TYPE of built-in home radio and sound system, in which all units are concealed except a small portable tuner, has been developed by Reeves Sound Studios, New York.

Designed to be a functional part of a home, the new system, known as Reeves Soundcraft Radio, consists of a portable tuner, an amplifier, record player, and one or more speakers plus an antenna and the necessary wiring to connect the units. The tuner is about the size of a cradle telephone and can be plugged in the wall. All other units are concealed in the walls or in other suitable space.

According to Hazard Reeves, company president, "By eliminating a costly cabinet from the system, we have been able to put the increased saving into a better radio and sound system."

At present the two types of speakers available are the Supersound, which covers the complete range of human hearing (30-15,000 cycles per second) and the Deluxe, with a range of 80 to 12,000 cycles per second. The latter is said to deliver sound quality equal to or better than that found in console sets selling for as high as $1,400.

A third speaker to be built later will have a sound quality comparable to conventional sets of the $500-$700 class. Initial production provides for AM only, but an FM tuner will be produced later. The FM tuner is all that is required to convert the Soundcraft Radio System from an AM to an FM unit.

The systems will be distributed through millwork jobbers.

Installs Pushbuttons

AS A PROMOTION stunt, KEEN San Jose, Calif., is conducting a campaign publicizing "Mr. Button" who will come to any home and install pushbuttons on receivers free of charge. Station has worked out a deal with Lion's Furniture Co. As a result of singing spot announcements and local newspaper ads describing the offer, the campaign has been a success, according to the management. The station reasons also that whether a listener has a pushbutton or not, the campaign is engendering good will.

KWRN, new 250-w Reno, Nev. station on 1490 kc, now under construction and licensed to Reno Newspapers Inc., joins ABC as an affiliate on Oct. 1. KFRE Fresno will join network as Pacific Coast affiliate Oct. 15.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

JOHN H. MITCHELL, formerly with Frederick-Clinton Adv., New York, and prior to that with Erwin, Wasey & Co., has joined Paragon Radio Productions firm as vice president in charge of the New York office. Mr. Mitchell will direct sales and promotion for open-end transcriptions of the "Frank Parker Show," "The Cases of Mr. Ace" and others.

DECCA RECORDS Inc., recently declared a quarterly dividend of 25 cents per share on outstanding shares of capital stock, payable Sept. 30, 1947, to stockholders of record Sept. 16, 1947.

GEORGE MORRISON, formerly of Capitol Records Inc., Hollywood, has joined Exclusive Records, that city, as regional promotion manager.

J. CLINTON STANLEY, vice president in charge of programs for Teleways Radio Productions Inc., Hollywood, producers of transcribed shows, has resigned to join Finley Transcriptions Inc., that city, as vice president in charge of television. With Teleways for past year, Mr. Stanley was formerly in U. S. Navy. Prior to that he was on staff of NBC for ten years as writer, director and producer.

AT BREAKFAST marking Toni Co.'s assumption of sponsorship of a portion of ABC's *Breakfast Club* are (l to r): E. R. Borroff, ABC vice president in charge of Central Division; Irving Harris, vice president of Toni Co; Don McNeill, toastmaster of the program, and Leo H. Rosenberg, vice president of Foote, Cone & Belding, Chicago, agency handling Toni account. Company recently began sponsoring of first quarter-hour segment of show, heard Mon.-Fri., 8-9 a.m. (CDST).

KDYL has the habit of leadership—in Public Service programs and on-the-spot coverage of important community events — as well as in all-around showmanship, promotion and merchandising.

This leadership didn't just happen. It's a result of KDYL's established policy of serving the best interest of its listeners and its advertisers.

National Representative:
JOHN BLAIR & CO.

WHO

is

"Listened-to-Most"

in **74** *of*

Iowa's 99 Counties

(during daytime)

●

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

1000 NIGHT

5000 DAY

Jackson in 1946 was one of the 92 cities in the United States whose banks cleared more than a billion dollars worth of checks.

WJDX NBC

in
JACKSON, MISSISSIPPI

"Selling America's Fastest-Growing Up-And-Coming Market!"

NATIONAL REPRESENTATIVE:
THE GEORGE P. HOLLINGBERY CO.

SPONSORS

FLOYD M. BARNES, vice president in charge of purchases of Procter & Gamble Co., retired from active service Sept. 1, but remains with the company as vice president in an advisory capacity. Mr. Barnes joined P & G in 1899.

WILLIAM KOSTKA, former vice president of the Institute of Public Relations, New York, where he organized its publicity department and was executive in charge of several accounts, has been appointed public relations director of U. S. Brewers Foundation, New York. Mr. Kostka previously was publicity director of NBC for three years.

THE CAMPBELL SOUP Co., Philadelphia, has appointed Robert Otto & Assoc., New York, to handle its export advertising. Radio campaign will include an adaptation of company's domestic program featuring Bob Crosby on transcription in New Foundland to start sometime in October. Advertising plans also include a spot announcement campaign in Latin American countries. Details are not yet set.

ROBERT LAFFAN, former public relations account executive for J. Walter Thompson Co., New York, has been named assistant in charge of publicity for Textron Inc., New York (apparel, fabric). He will work under **JOHN A. SPOONER,** vice president in charge of public relations and advertising.

SILTON'S JEWELERS, Los Angeles (retail), has appointed Bass Luckoff, Hollywood, to handle advertising. Radio will be used.

AMERICAN HANDICRAFTS Co., Los Angeles (handicraft supplies), has appointed Davis-Hood & Assoc., that city, to handle regional advertising, with radio contemplated along with other media.

REXALL DRUG Co., Los Angeles (chain), Sept. 1 started for 52 weeks, seven-weekly, quarter-hour "Fact or Fantasy" on KFWB Hollywood, to originate from firm's newest local drug store, tagged world's largest. As promotion during month of September to herald opening, daily drawings will be made through California stores to select two winners of airplane trips to Honolulu.

H. E. COPPLE has been appointed secretary-manager of Washington State Apple Advertising Commission, Seattle (cooperative). He succeeds **C. E. CHASE,** retired.

FRESNOL Mfg. Co., Los Angeles (ant paste), in a 13-week campaign ending Oct. 30 is sponsoring twice weekly participation in "Ben Alexander Show" on 4 Don Lee California stations (KHJ KFRC KDB KGB). Agency: Brisacher, Van Norden & Staff, Los Angeles.

ROSS FOOD Co., Los Angeles (Dr. Ross dog food), on Aug. 25 started 13-week spot announcement campaigns on KMJ. KTKC KFBK KXOA KGB KFMB KIRO KJR KHQ KXLY KGO KPO KERN KERO KECA KGW. Agency: Dan B. Miner Co., Los Angeles.

W. C. ALEXANDER Co., Oakland, Calif. (automotive engineer rebuilders), has started transcribed "Cactus Jack" on KOWL Santa Monica. Firm sponsors that program live on KLX Oakland. Agency: Jewell Adv., Oakland.

DARLING SHOP, Oakland, Calif., part of a coast to coast chain, has started merchandising its "miracle value" days on three Oakland stations—KLX KROW KWBR. Ten spot announcements are used on each station on Sundays, calling attention to Monday sales. Agency: Ad Fried Adv., Oakland.

STROMBERG-CARLSON Co. Ltd., Toronto (receivers), has appointed McKim Adv., Toronto, to handle all advertising.

NATIONAL DRUG Co., Montreal (drug products), has started transcribed program on a number of Canadian stations. Agency: McKim Adv., Montreal.

UNITED GRAIN GROWERS, Calgary, has renewed transcribed show "Sons of the Pioneers" five days weekly on eight western Canadian stations. Agency: J. J. Gibbons Ltd., Calgary.

BALLARD & BALLARD Co., Louisville (flour), Sept. 8 begins sponsorship of "Cullen Hymn Singers" on eight stations of Tobacco Network (regional), 8-8:15 a.m. Mon.-Fri. Contract is for 52 weeks. Agency: Henri, Hurst & McDonald Inc., Chicago.

BORDER QUEEN FOODS, Los Angeles (Stainproof—liquid starch), has appointed Jim Ward & Co., Hollywood, to direct advertising. **CALTONE Corp.,** Anaheim, Calif. (citrus juices), also has appointed that agency to place advertising. Radio will be used.

HISTORY BOOK CLUB, New York has appointed N. W. Ayer & Son as advertising counsel. Campaign plans are not yet completed.

MICHAEL J. ROCHE, advertising manager of Lever Brothers Co., Cambridge, Mass., has been named campaign radio committee chairman of the Community Chests of America.

VIDEO EXHIBIT

WHEN the 30th Annual Food and Home Show opened in Cincinnati recently, the H & S Pogue Co., Cincinnati department store, set up a special exhibition of an RCA television set in operation. Set was in operation every day from 9 a.m. until noon and from 2:30 to 4:30 p.m. The experimental video station of the Crosley Broadcasting Co., W8XCT, was used for the exhibit. Pogue's also has an RCA television receiver in operation in its radio department on the fifth floor. Interested in modern radio developments, Pogue's also is the sponsor of a full-hour Sunday show on WLWA (FM) Cincinnati.

Recommends

(Continued from page 54)

ers more than any other radio in the world. American radio makes it possible for the richest programs to be available to even the poorest listener."

Singling out what she termed "outstanding" programs in America, Miss Dommisse mentioned the *NBC Symphony,* U. S. Steel's *Theatre of the Air* and the *CBS Workshop.*

American radio has top variety shows, Miss Dommisse maintained, but direction and writing of radio dramas is still in the elementary stage. The potentiality of radio dramatic programs is rarely realized in American radio, asserted Miss Dommisse, and only a few American writers such as Norman Corwin reach the peak in radio dramatic writing.

She also feels that advertisers should allow more imagination to creep into their morning serials.

The background of radio in South Africa dates back to 1928 when Max Schlesinger and his brothers organized the first radio station. It was privately owned by the Schlesingers until 1934 when the South African government took over. Now that commercial radio is expected to be introduced into the system, Max Schlesinger will, in all probability, head the commercial aspects in an agency capacity, handling talent and advertisers.

Busy Mr. Bennett

WBBQ Augusta, Ga., believes its baseball commentator, Thurston Bennett, may have set some kind of record for play-by-play broadcasting during week of Aug. 17. Mr. Bennett's schedule was: Monday—Brooklyn-St. Louis National League afternoon and night games; Tuesday—Brooklyn-St. Louis, afternoon, and Augusta doubleheader, night; Wednesday—Brooklyn-St. Louis 12-inning game, afternoon (and that night Mr. Bennett operated the public address system during game at Augusta's ball park). In his spare time WBBQ's baseball commentator sells radio time. He is president of Press-Radio Sales Inc., Augusta representatives of WBBQ.

WCBS-TV New York has announced that it will begin a program series of flying lessons, originating at the Teterboro N. J. Airport, beginning Sunday, Sept. 14, from 2 to 3 p.m. Lessons will be given by Betty Jane Williams, aviation instructor and former WASP test pilot.

NETWORK ACCOUNTS

New Business

BU-TAY PRODUCTS LTD., Los Angeles (Raindrops), Sept. 3 started for 52 weeks participation in "Yankee Kitchen" on 11 Yankee Network stations. Firm also uses announcement schedules on stations in Chicago and Seattle. Agency: Glasser-Gailey Inc., Los Angeles.

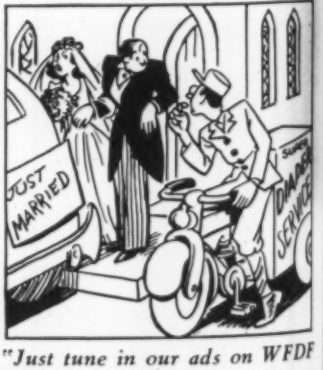
NATIONAL BISCUIT CO., San Francisco (Shredded Wheat), Sept. 8 starts for 13 weeks, quarter-hour participation in "Rise & Shine" on 43 Don Lee Pacific stations, plus KCNA KOOL. Agency: Botsford, Constantine & Gardner, San Francisco.

42 OIL PRODUCTS, Los Angeles (shampoo, hair oil), Sept. 28 starts for 52 weeks "Don't You Believe It" on 22 ABC Western stations, Sun., 7:45-8 p.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

Renewal Accounts

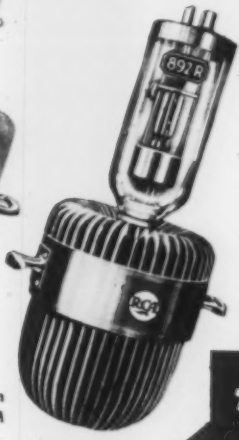
BROWN & WILLIAMSON TOBACCO Co., Louisville (Wings Cigarettes), Oct. 5 renews for 52 weeks "Is It Fact—Or Fiction" on ABC, Sun. 12:55-1 p.m. Agency: Russel M. Seeds Co., Chicago.

GILLETTE SAFETY RAZOR CO., Montreal (razor blades), Sept. 5 renewed for 52 weeks Championship Fights on 41 Dominion network stations, Fri. 10 p.m., to conclusion. Agency: MacLaren Adv. Co., Toronto.



"Just tune in our ads on WFDF Flint."

RCA-9C22 used in 50-kw AM transmitters



RCA-892-R used in 5- to 50-kw AM transmitters

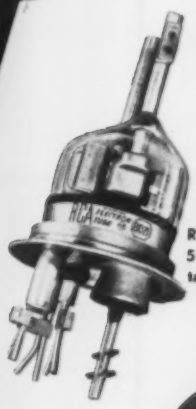
AM

RCA-5592 used in 50-kw FM transmitters

RCA-7C24 used in 1-to 3-kw FM transmitters

FM

RCA-2P23 Image Orthicon for outdoor and studio television pick-up



RCA-8D21 used in 5-kw television transmitters

RCA covers the field

TELEVISION

RCA has the most complete line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM and TV broadcasting . . . tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality performance and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes when new tubes are needed.

For information on RCA tubes for broadcasting, write RCA, Sales Division, Section P-36I, Harrison, New Jersey.

See us at the NAB CONVENTION

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

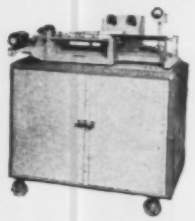
Want an ideal test market? Then it's WTAD, with its dominant coverage of both a rural and urban area.

930 K. C. 1000 WATTS CBS AFFILIATE
WEED and COMPANY, REP.

A Lee STATION

FACSIMILE FACTS

A reality NOW!



ALDEN SCANNER

Wheel it in, plug it in. Be on the air the same day.

Why wait?

Alden Facsimile Equipment is in operation. It is thought through, tooled and jigged for mass production. We are manufacturing not theorizing. Install this equipment and do your own learning and experimenting. Request: "Facsimile Brown Book."

IN OPERATION AT THE SHOW

Alden PRODUCTS CO.
117 N Main St. Brockton, Mass.

August 29 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

License Renewal

KONO San Antonio, Tex.—Adopted decision and order granting license renewal and also granting CP new Class B FM station on frequency to be assigned, 48 kw ERP, ant. height 410 ft. above average terrain, subject to approval of trans. site and ant. structure by CAA.

KMAC San Antonio, Tex.—Adopted decision and order granting license renewal.

BY A BOARD

AM—1130 kc

KYOR San Diego, Calif.—Granted CP increase power from 250 w to 5 kw, change time from D to unl. and install DA-DN (DA-2), operating on 1130 kc; engineering cond.; dismissed as moot joint petition of KYOR and KHUB requesting leave to amend respective applications, remove from hearing docket, reconsider and grant.

Modification of CP

WINZ Hollywood, Fla.—Granted mod. CP to operate same DA (approved for N) for D operation also (DA-1) and change trans. site.

WJRD Tuscaloosa, Ala.—Granted mod. CP to change trans. location.

WREN Topeka, Kan.—Granted mod. CP to specify new DA-N to meet cond. of grant; engineering cond., and dismissed as moot petition of WTMA Charleston, S. C., requesting rehearing of order of Commission dated April 28, 1947, granting conditionally application of WREN.

KHMO Hannibal, Mo.—Granted mod. CP to change trans.

KFXM San Bernardino, Calif.—Granted mod. CP to change DA-D pattern and make changes in trans. equipment; engineering cond.

KPUG Bellingham, Wash.—Granted mod. CP to change trans. location and specify studio location.

Petition Granted

KUBA Yuba City, Calif.—Adopted order granting petition requesting reconsideration of Commission's action in designating its application for hearing, and asking for grant thereof on basis of verified engineering amendment filed with petition; and commission accepted said amendment, removed application from hearing docket and granted mod. CP specifying ant. fulfilling requirements.

Southern Puerto Rico Bcstg. Corp., Ponce, P. R.—Granted petition requesting reinstatement of its application as amended specifying 1300 kc 1 kw unl.

Hearing Designated

Ari-Ne-Mex Bcstg. Corp., Clayton, N. M.—Designated for hearing application for new station 1450 kc 250 w unl.

Ari-Ne-Mex Bcstg. Corp., Escondido, Calif.—Designated for hearing application for new station 1400 kc 250 w unl. and ordered KREO Indo, Calif., be made party to proceeding.

Redlands Bcstg. Co., Redlands, Calif.—Designated for hearing application for new station 990 kc 250 w D in consolidated proceeding with application of Francisco Rental Co., Victorville, Calif., and Riverside Bcstg. Co., Riverside, Calif., and further ordered that station KFWB Los Angeles be made party to proceeding.

The Four States Bcstg. Co. Inc., Hagerstown, Md.—Designated for hearing application for new station 860 kc 1 kw D.

O. E. Richardson, Joe Gibbs Spring and Robert C. Adair, Crawfordsville, Ind.—Designated for hearing application for new station 1340 kc 100 w unl. in consolidated proceeding with application of Wabash Bcstg. Co. Inc.

Utah Valley Radio Bcstg. Co., American Fork, and Springville Radio Co., Springville, Utah—Designated for hearing in consolidated proceeding application of Utah Valley Radio Bcstg. Co. and application of Springville Radio Co. both requesting new stations 1400 kc 250 w unl.

Mt. Pleasant Bcstg. Co., Mt. Pleasant and R. G. LeTourneau, Longview, Tex.—Designated for consolidated hearing applications of Mt. Pleasant Bcstg. Co. for new station 960 kc 1 kw D and application of R. G. LeTourneau 960 kc 5 kw D.

The St. Andrew Bay Bcstg. Co. and Bay County Bcstg. Co., Panama City, Fla.—Designated for consolidated hearing application of St. Andrew Bay and Bay County both requesting new stations 1400 kc 250 w unl.

West Allis Bcstg. Co., West Allis, Wis.—Designated for hearing application for new station 1600 kc 1 kw D and made Dept. of Public Safety, State of Illinois, licensee of networks operated by Illinois State Police, party to proceeding.

ACTIONS OF THE FCC

AUGUST 29 TO SEPTEMBER 4

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

Assignment of License

WNGO Mayfield, Ky.—Granted consent to assignment of license from partnership to corporation, whereby Mullins, retiring partner, will receive $25,000 cash, and Suthard will receive 260 shares of voting stock of assignee (par value $26,000).

SSA Extended

WNYC New York—Granted extension of SSA for six months from Sept. 2 for operation of station between 6 a.m. (EST) to local sunrise at New York and from local sunset at Minneapolis to 10 p.m. (EST) DA-N.

Petition Denied

KSOO Sioux Falls, S. D.—Adopted opinion and order denying petitions of KSOO for rehearing directed against Commission's action in granting without hearing application of Big Sioux Bcstg. Co. and application of Midcontinent Bcstg. Co. (KELO).

License Extension

WABW-FM Indianapolis—Extended on temporary basis to Dec. 1 license for FM station, pending study of accounting information received under Sec. 308 (b) of Act.

WCAU-FM Philadelphia—Present authority to operate station was further extended upon temporary basis for 90 days, pending further study and consideration of application.

STA Extended

WOKO Inc., Albany, N. Y.—Granted extension of STA for 30 days from Aug. 31 to operate facsimile station W2XWE, to run concurrently with that of WOKO (Comr. Durr voting "No").

License Renewal

KFTS Texarkana, Tex.—Granted license renewal for period ending Aug. 1, 1950.

WDEF Chattanooga, Tenn.—Same.
KRE Berkeley, Calif.—Same.
KEBE Jacksonville, Tex.—Same.

ACTIONS ON MOTIONS

(By Commissioner Durr)

Fannin County Bcstg. Co., Bonham, Tex.—Granted petition for leave to amend application to substitute 250 w instead of 1 kw etc. Amendment accepted and application removed from hearing docket.

The WAVE Publications, Vernon, Calif.—Granted petition to accept late appearance in re application for FM station.

The Patriot Co., Harrisburg, Pa.—Granted petition for leave to amend application to specify new trans. site etc.

Deep South Bcstg. Corp. and WNOE New Orleans—Commission on its own motion continued without date, until further order of Commission, further consolidated hearing presently scheduled Sept. 4, on these applications.

KSTT Davenport, Iowa—Granted petition insofar as it requests leave to amend application to specify revised DA.

WMPS Memphis, Tenn.—Granted petition for leave to intervene in hearing on application of WHBQ Memphis.

Seminole Bcstg. Co., Seminole, Okla.—Granted petition for leave to amend application to specify 500 w instead of 250 w etc. Amendment accepted and application removed from hearing docket.

Everett Bcstg. Co. Inc., Everett, Wash.—Granted petition to dismiss without prejudice application for FM stations.

Seattle Bcstg. Co., Seattle, Wash.—Same.

Platte Valley Bcstg. Corp., Scottsbluff, Neb.—Granted petition for leave to amend its application to specify 500 w instead of 1 kw.

Southeastern Massachussetts Bcstg. Corp., New Bedford, Mass.—Denied petition insofar as it requests reopening of record in consolidated proceeding. Granted petition insofar as it requests additional time within which to file exceptions to proposed decision, and time was extended to and including Sept. 8.

September 2 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

Gila Bcstg. Co., Winslow, Ariz.—CP new standard station 1580 kc 1 kw unl. DA. AMENDED to change frequency from 1580 to 1010 kc and change DA.

Modification of CP

KFPW Fort Smith, Ark.—Mod. CP, as mod., which authorized changes in vertical ant. and mount FM ant. on AM tower, to install new vertical ant. and mount FM ant. on top.

AM—1150 kc

Sacramento Bcstrs. Inc., Chico, Calif. — CP new standard station 1150 kc 1 kw D. AMENDED to change hours from D to unl., install DA-N and change trans. location.

Modification of CP

KMPC Los Angeles—Authority to determine operating power by direct measurement of ant. power. Also mod. CP, as mod., which authorized increase in power, install new trans. and change DA-N, for extension of completion date.

KCPR San Francisco—Mod. CP, as mod., which authorized new commercial television station for extension of commencement and completion dates.

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)

$231,837,000 Retail Market

you need

WSAZ

HUNTINGTON, W. VA.

5000 DAY
1000 NIGHT

930 KC
ABC PROGRAMS

represented by BRANHAM

AM—1490 kc

William Courtney Evans, Dover, Del.—CP new standard station 1490 kc 250 w unl. AMENDED to change power from 250 to 100 w.

AM—850 kc

WRUF Gainesville, Fla.—CP change hours from limited time to unl., install new trans. and DA-N and change trans. location. AMENDED to change DA.

Modification of CP

WMBR-FM Jacksonville, Fla.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KTFI Twin Falls, Ida.—Mod. CP, as mod., which authorized increase in power, install new trans. and change studio location for extension of completion date.

WJVA South Bend, Ind.—Mod. CP which authorized new standard station for approval of ant., trans. and studio location.

KWWL Waterloo, Iowa—Mod. CP which authorized new standard station for approval of ant. and trans. location.

AM—710 kc

KTBS Shreveport, La.—CP increase power from 1 kw to 5 kw-N 10 kw-D, install new trans., DA-DN and change trans. location, and change frequency from 1480 to 710 kc. AMENDED to change name of applicant from Allen D. Morris, Prentiss E. Furlow and George D. Wray Sr., partnership d/b as Radio Station KTBS to Radio Station KTBS Inc.

Modification of CP

WBZ-FM Boston—Mod. CP which authorized changes in FM station for extension of completion date.

WOAP Owosso, Mich.—Mod. CP which authorized new standard station to change type trans., make changes in vertical ant. and mount FM ant. on AM tower and to change studio location.

AM—1120 kc

Crest Bcstg. Co. Inc., Pascagoula, Miss.—CP new standard station 800 kc 250 w D. AMENDED to change frequency from 800 to 1120 kc and make changes in ant., change re stockholders.

License for CP

KFAB Bcstg. Co., area of Omaha and Lincoln, Neb.—License to cover CP for new remote pickup station KCTG.

Modification of CP

Allen B. DuMont Labs. Inc., Passaic, N. J.—Mod. license to change trans. location W2XVT from Passaic to Clifton, N. J., frequencies from Channel 5 (76-82 mc) to temporary Channel 11 (198-204 mc), power from 50 w to vis. 50 kw and aur. 25 kw, type equipment, emission A5 and special for FM.

WWOL Lackawanna, N. Y.—Mod. CP, as mod., which authorized new standard station to eliminate request to mount FM ant. on AM tower and to specify studio location.

WINS New York—Mod. CP, as mod., which authorized change in frequency, increase power, change hours, install new trans. and DA for extension of completion date.

License for Aux.

WGAR Cleveland—License to use old main trans. for aux. purposes with 5 kw DA-DN on 1220 kc.

AM—1320 kc

The Fairfield Bcstg. Co., Lancaster, Ohio—CP new standard station 1270 kc 1 kw D. AMENDED to change frequency from 1270 kc to 1320 kc and change power from 1 kw to 500 w.

Modification of CP

WSPD-FM Toledo, Ohio—Mod. CP which authorized new FM station for extension of completion date. Also mod. CP which authorized new FM station to change ant. height above average terrain, make changes in ant. system and change commencement and completion dates.

WRFD Worthington, Ohio—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP

WEST Easton, Pa.—License to cover CP which authorized installation of new trans.

AM—580 kc

WHP Harrisburg, Pa.—CP change frequency from 1460 to 580 kc, increase power from 1 kw-N and 5 kw-D to 5 kw DN, make changes in trans. equipment, install new DA-N and change trans. location. AMENDED to change DA.

Modification of CP

WJKT Johnstown, Pa.—Mod. CP which authorized new FM station for extension of completion date.

(Continued on page 64)

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Baton Rouge, with a population of 113,000, is one of the fastest growing cities in the Deep South today! In the past several years some of this country's foremost industrial corporations have invested more than $170,000,000 in **permanent, full-time** plants in Baton Rouge. These plants have an annual payroll of $57,265,788.

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Affiliated with THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE

Represented nationally by George P. Hollingbery Company—Los Angeles & San Francisco, Chicago, New York, Atlanta

FCC Actions

(*Continued from page 63*)

Applications Cont.:

Modification of CP

WFIL-FM Philadelphia — Mod. CP which authorized changes in FM station, as mod., for extension of completion date.

WDTV Pittsburgh—Mod. CP which authorized new commercial television station for extension of completion date.

Remote Pickup

Jan Piza, area of San Juan, P. R.—CP new remote pickup station on 25-30 mc, 50 w A3 emission.

AM—980 kc

Viking Bcstg. Co., Newport, R. I.—CP new standard station 980 kc 1 kw D. AMENDED to change power from 1 kw to 500 w and change re directors and stockholders.

AM—1400 kc

WORD Spartanburg, S. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WBIR Knoxville, Tenn.—Mod. CP, as mod., which authorized installation of new vertical ant. and ground system and change trans. location for extension of completion date.

WTVR Richmond, Va.—Mod. CP, as mod., which authorized new commercial television station to change type vis. trans. and extension of commencement and completion date.

KRSC-TV Seattle, Wash.—Mod. CP which authorized new commercial television station for extension of completion date.

WKWK-FM Wheeling, W. Va.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Relays Cancelled

Piedmont Pub. Co., area of Winston-Salem, N. C.—Cancelled relay stations WBLQ WALH.

License Renewal

Applications for license renewal filed by: KGER KVOE WONS WWRL KQV KGNC WMBG.

TENDERED FOR FILING

AM—1350 kc

Independent Bcstg. Service, Oak Park, Ill.—CP new standard station 1350 kc 500 w D.

AM—990 kc

Jasper On The Air Inc., Jasper, Ind.—CP new standard station 990 kc 1 kw D.

Assignment of License

WOOD Grand Rapids, Mich.—Assignment of license to Grandwood Bcstg. Co.

Transfer of Control

KDAL Duluth, Minn.—Transfer of control from Charles LeMasurier to Dalton LeMasurier.

AM—1450 kc

Sam P. Douglas, Portales, N. M.—CP new standard station 1450 kc 250 w unl.

Modification of CP

KVNW Grand Forks, N. D.—Mod. CP which authorized new standard station for change in trans. location.

Assignment of CP

WTFM Tiffin, Ohio—Assignment of CP for FM station to Tiffin Bcstg. Co.

Modification of CP

KTOK Oklahoma City, Okla.—Mod. CP which authorized change in frequency, increase power, install new trans. and DA-DN and change trans. location, for change in trans. location and mod. DA.

AM—Antenna

WIS Columbia, S. C.—CP to install FM ant. on top of AM tower.

AM—1400 kc

Community Bcstg. Co., Corpus Christi, Tex.—CP new standard station 1400 kc 100 w and unl.

AM—1470 kc

Lakewood Bcstg. Co., Dallas, Tex.—CP standard station 1470 kc 500 w D.

Hays County Bcstg. Co., San Marcos, Tex.—CP new standard station 1470 kc 250 w D.

September 3 Decisions . . .

BY THE SECRETARY

KFAC Los Angeles—Granted license to cover CP for increase in power, install new trans. and DA-DN. Granted license to use old main trans. as aux. with 1 kw.

WFIL-TV Philadelphia—Granted mod. CP for extension of completion date to 3-18-48.

King Bcstg. Corp., area of Seattle, Wash.—Granted license for remote pickup station KBWZ and to change corporate name from Western Waves Inc. to King Bcstg. Co.

WWSO Springfield, Ohio—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KFMO Flat River, Mo.—Granted license for new station 1240 kc 250 w unl.

WHDH Boston— Granted license for CP to install aux. trans.

KDSJ Deadwood, S. D.—Granted license for new station 1450 kc 250 w unl.

KGO-TV San Francisco — Granted mod. CP for extension of completion date to 3-9-48.

KCSJ Pueblo, Col.—Granted license for new station 590 kc 1 kw DA-N unl.

WBBW Indianapolis — Granted mod. CP for extension of completion date to 11-30-47.

KAMQ Amarillo, Tex.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KGNC Amarillo, Tex.—Granted mod. CP for extension of completion date to 12-17-47.

Commodore Bcstg. Inc., Decatur, Ill.—Granted license for new remote pickup station WSIA.

General Bcstg. Co., area of Atlanta, Ga.—Granted license for new remote pickup stations WSGR and WSGS.

WHA-FM Madison, Wis.—Granted mod. CP for extension of completion date to 11-1-47.

WRUN-FM Rome, N. Y.—Same to 11-20-47.

WAAW Newark, N. J.—Same to 3-1-48.

Radio Corp. of America—Granted mod. CP for extension of completion date W10XLW to 12-3-47.

KNBH Los Angeles—Granted mod. CP for extension of completion date to 2-20-48.

WBIZ Eau Claire, Wis.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

WGL Fort Wayne, Ind.—Granted mod. CP for extension of completion date to 10-1-47.

KWPM West Plains, Mo.—Granted license for new station 1450 kc 250 w unl. and for change of studio location.

KSTB Breckenridge, Tex.—Granted mod. CP to make changes in trans. equipment, for approval of ant. and trans. location and to specify studio location.

KXAB Hope, Ark.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to specify studio location.

KGFJ Los Angeles—Granted mod. CP to operate with 250 w during such hours as KPPC is not operating and with 100 w during hours KPPC is actually operating.

WDVA Danville, Va.—Granted license for new station 1250 kc 1 kw DA-N 5 kw-LS unl. and specify studio location.

WFUR Grand Rapids, Mich.—Granted license for new station 1570 kc 1 kw D and to specify studio location.

WDEC Americus, Ga.—Granted license for new station 1230 kc 250 w unl. and to change studio location.

KITO San Bernardino, Calif.—Granted mod. CP to change type trans. and to extend completion date to 180 days after grant.

KWEI Weiser, Ida.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

KPAC Port Arthur, Tex.—Granted mod. CP for extension of completion date to 1-16-48.

KDUR Durant, Okla.—Granted mod. CP for extension of commencement and completion date to 9-15-47. and 3-15-48 respectively.

KDFN Casper, Wyo.—Granted mod. CP for extension of completion date to 2-27-48.

WFNC Fayetteville, N. C.—Same to 1-23-48.

WSAU Wausau, Wis.—Granted mod. CP to make changes in vertical ant.

WAKR, Akron, Ohio—Granted mod. CP for extension of completion date to 11-25-47.

KXEO Mexico, Mo.—Granted mod. CP to change trans. and studio locations and for extension of completion date to 180 days after grant.

WRFW Eau Claire, Wis.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio location.

WHLI Hempstead, N. Y.—Granted license for new station 1100 kc 250 w D.

WSEK Pittsburg, Kan.—Granted license for new station 1340 kc 250 w unl.

KLPR Oklahoma City—Granted license for new station 1140 kc 1 kw D and change studio location.

KPOW Powell, Wyo.—Granted license for change in frequency, increase power, install new trans. and DA-N and change trans. and studio location.

WIBV Belleville, Ill.—Granted license for new station 1060 kc 250 w D.

WLBF Leesburg, Fla.—Granted license for new station 1240 kc 250 w unl.

KPOF Denver, Col.—Granted license for increase in power, install new trans.

WWGS Tifton, Ga.—Granted license for new station 1340 kc 250 w unl.

KOOL Phoenix, Ariz.—Granted license for new station 960 kc 5 kw DA-N and specify studio location.

KYJC Medford, Ore.—Granted mod. CP for approval of ant. for approval of trans. location and studio location.

WOV New York—Granted license for changes in trans. equipment.

KMAE McKinney, Tex.—Granted mod. CP to change type trans., approval of ant. and trans. location, and specify studio location.

Video Operations

SURGICAL OPERATIONS will be televised for an entire week beginning Sept. 8 by RCA demonstration teams at the College of Surgeon's Convention at the Waldorf-Astoria, New York. The telescreening will be sponsored by Johnson and Johnson, surgical supplies manufacturer.

WGRD Grand Rapids, Mich.—Granted mod. CP to change type trans., approval of ant. and trans. location, and specify studio location.

WHTN Huntington, W. Va.—Granted license for new station 800 kc 1 kw D.

WKGN Knoxville, Tenn.—Granted mod. CP to make changes in vertical ant. and change name of permittee to WKGN Bcstg. Co.

WHAS Louisville, Ky.—Granted license for installation of FM ant. on AM tower.

WJXN Jackson, Miss.—Granted license for change in frequency to 1450 kc.

KFVD-FM Los Angeles—Granted mod. CP for extension of completion date to 3-27-48.

KYW-FM Philadelphia—Same to 3-2-48.

WAAU-FM Wausau, Wis.—Same to 3-11-48.

WBOW-FM Terre Haute, Ind.—Same to 3-6-48.

WMGM New York—Same to 11-13-47.

WSGN-FM Birmingham, Ala.—Same to 2-12-48.

KGBS-FM Harlingen, Tex.—Same to 12-16-47.

WBKB Chicago—Same to 2-5-48.

National Bcstg. Co. Inc., area of New York—Granted CP new experimental television station. Granted license to cover same.

September 3 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KNOG Nogales, Ariz.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

WLAK Lakeland, Fla.—Mod. CP which authorized change frequency, increase power and install new trans. for extension of completion date.

WTAL Tallahassee, Fla.—Mod. CP which authorized change in frequency, increase power, install new trans. and DA-N and change trans. location, to change type trans. and change studio location.

License for CP

KXXX Colby, Kan.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

(*Continued on page 70*)

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

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SINCE 1922

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570 kc. 5,000 Watts | 820 kc. 50,000 Watts

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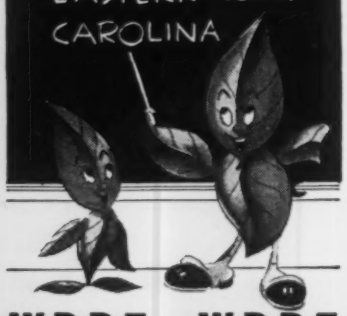

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PROGRAMS

SUNDAY MORNING quarter-backs are going to have a little direction in their football post-mortems this fall, courtesy of KLX Oakland, Calif., and Maxwell Hardware Co. Weekly program featuring Lynn Waldorf, head football coach at U. of Calif., was scheduled to begin on KLX Sept. 7, sponsored by Maxwell Hardware. Mr. Waldorf will be interviewed each Sunday morning during the season at 11 a.m. by Ed Schoenfeld of the Oakland Tribune sports department. Coach Waldorf will explain the football game aired the previous day and will indulge in a little second guessing about what might have happened. Mailing pieces in shape of a football have been mailed to Maxwell customers to promote the show.

Covers Fair Activities

DEMONSTRATION of new tractors and farm equipment was one of the features broadcast by KELO Sioux Falls, S. D., during its coverage of the Sioux Falls Empire Fair. Station originated a complete series of daily quarter-hour shows from various locations at the Fair. Entire series was sponsored by United Tractor and Equipment Co., distributors of Ford farming equipment in South Dakota and Minnesota.

Host to Youngsters

PHILADELPHIA youngsters had a chance to meet and talk to Roy Rogers, his horse "Trigger" and his rodeo troupe on Sept. 6 at the Philadelphia arena where they were the guests of WFIL Philadelphia, "Sports Clinic." The "Clinic" broadcast from the arena from 11 to 11:30 a.m., with Roy Rogers joining the program's regulars. Free tickets were distributed and those attending the broadcast saw two complete half-hour rodeo shows.

Recorded 'Grand Opera'

COMPLETE recorded "Grand Opera" program will start Nov. 2 on WASH (FM) Washington each Sunday afternoon for approximately two hours and 45 minutes. Almost every complete opera produced both in U.S. and by foreign recording companies have been purchased by the station. A "build-up" for the show began Sept. 7 titled "Opera Echoes." This is a 55-minute program and will be broadcast on Sundays until "Grand Opera" takes the air.

CARE Day

FULL DAY's schedule of WWRL New York for Sept. 8 is being devoted to the work of CARE (the Cooperative for American Remittances to Europe) to furnish needy Europeans with food packages. Throughout the entire day all public service announcements are being devoted to CARE and its work with the government officials, bandleaders, vocalists, theatre and Hollywood stars heard during the day. All WWRL programs are saluting the organization, and in addition, the station is airing CARE announcements during its Spanish, German, Russian, Swiss and Czech program.

Simplified Registration

TO SIMPLIFY college registration and to enable students to avoid standing in long lines and wasting time, a new discussion program, "Red Tape Unravelled," has been started by KUOM Minneapolis. Red tape of registration process is unravelled on the show through discussions with U. of Minnesota students and faculty members who are in charge of registration. Aired Mon.-Fri. at 6:45 p.m., "Red Tape Unravelled" also discusses all phases of university life to help orientate the new students to the U. of Minnesota campus. Program moderator is Robert Boyle, KUOM news director, and is planned and produced by Kenn Barry, station's program director.

Golf Tourney Covered

NEW FM PACK set was used by KFEL Denver to facilitate the air description of the Open Golf Tournament at city's Cherry Hills course Sept. 4-7, when outstanding professional and amateur golfers of the nation competed for $15,000 in prizes. Headquarters for broadcast was new 1947 house trailer, provided by one of station's advertisers, Wilson Trailer Sales Co. of Denver. This was the initial appearance for FM equipment on a Denver golf course.

Gridiron Prospects

READYING its listeners for the coming football season, WKY Oklahoma City is presenting a series of broadcasts on gridiron prospects of Oklahoma City U., Oklahoma A & M and U. of Oklahoma, aired direct from the practice fields. Pat Ryan, WKY sports director, "makes practice" for one week at each of the three schools, and broadcasts from the scene of the workouts. Highlight of the series at each school is an interview with the head coach, in which he is asked to give resume of his team's action and prospects. Series will run through Sept. 12.

Novel Telecast

WHEN FANS honored Stan Hack, veteran Chicago Cubs third baseman, with gifts during the Pittsburgh Pirates-Chicago Cubs game at Wrigley Field, Chicago, WBKB, local video station, telecast the presentations. One of the gifts received by Mr. Hack was a television set presented by Stewart-Warner Corp. A hookup of the television set with the telecast of the presentation was arranged whereby persons participating were able to "watch themselves watch themselves."

WRITERS TALK BACK when Harold Peary, star, huddles with his staff in preparation for resumption of NBC "Great Gildersleeve" on Sept. 10. Talking things over are (l to r): Fran Van Hartesveldt, director; John Elliotte, Jack Robinson, Gene Stone, writers; Mr. Peary; Frank Pittman, producer of Needham, Louis & Brorby Inc., agency servicing Kraft Foods Co. account. Andy White, fourth writer, is not in picture.

Kon-Tiki Raft TV

NBC has been granted exclusive television rights to motion pictures taken aboard the Kon-Tiki raft as it drifted for 15 weeks across the Pacific from Peru to the Tuamotu Islands, according to an agreement announced last week by the Norwegian Embassy and NBC. The films were taken by members of the six-man crew aboard the balsa-wood raft which left Peru April 28 seeking to prove that pre-Inca voyagers drifted from South America to Polynesia. Films will be seen on the NBC television network as soon as the Kon-Tiki expedition returns to the U. S.

Polio Drive

CAMPAIGN for the establishment of a Sister Kenny Clinic in Centralia, Ill., has been in operation since the summer of 1946, when the city was ravaged by an infantile paralysis epidemic. The effects of the epidemic impressed citizens with the need of a clinic in their own city, and WCNT Centralia promptly joined the drive. The station promoted the idea of building a clinic by means of personal interviews and appeals from those who had been stricken with the disease. A steady schedule of requests for donation to the cause was broadcast by WCNT. As a result, Centralia is now the home of the second Sister Kenny Clinic (Minneapolis is the home of the first). The clinic was dedicated late last month by Sister Kenny in a one and a half hour service which was broadcast by WCNT.

Aids Fire Fight

WHEN National Forestry headquarters in Porterville, Calif. notified KTIP that city, about a disastrous fire raging in the Sierra Nevada mountains, Peter Tewksbury, station program manager, and Jim Tennyson, chief engineer, rigged up a battery operated wire recorder and conducted a half-hour special event, eye witness account of conflagration from a low-flying C-47 cargo plane that dropped supplies to fire fighters. Rebroadcast twice during day, program was so effective that in an hour's time, 35 volunteer fire fighters from Tulare, Kings County area, who heard broadcast were screened by local forester service and sent on their way by pack animal to help fight the fire.

ARRANGEMENTS have been made by WMOU Berlin, N. H., to broadcast proceedings of the Berlin City Council meetings each Tuesday evening. Broadcasts will be made direct from Berlin City Hall.

In the Public Interest

TWO YEARS ago when the Foster Parents Plan for Adopted Children Inc. began its drive, Frank Blair, who was then heard on WOL Washington, explained the idea to his D. C. listeners, and proposed that they send in contributions for the support of an orphan. To support a child for one month required $15. Enough money was received on the first appeal to support the child, a war-orphaned Dutch boy, until August of this year. Mr. Blair is now m.c. of *Rise 'n' Shine* program on WSCR Scranton, and last month when the fund for the child was exhausted, he placed the problem before his Scranton listeners, asking whether they would like to continue the adoption. The response was immediate. Station reports that in one hour after the announcement listeners pledged enough money to support the boy for another month.

* * *

Honesty Personified

A LISTENER to WSTV Steubenville, Ohio recently lost a $20 bill on one of the city's downtown streets, and called Harry Cochran, WSTV's local news editor, requesting aid. Recovering a lost $20 bill is most unlikely, but Mr. Cochran carried the story on his evening news program, explaining that the woman was a widow with children and could ill afford to lose the money. Now, Mr. Cochran happily reports, that the honest person found the money and on hearing the broadcast, promptly returned it to its owner.

* * *

Search for Missing Boy

AFTER SEARCHING for hours for a two-year-old boy, missing from his home near Yankton, S. D., the Yankton sheriff and the child's mother called WNAX Yankton and asked that the boy's description be broadcast. WNAX aired the story, and volunteers came in large numbers to lend a helping hand. Station reports that just 30 minutes after the information was put on the air, the child was located a mile and half from his home by Mrs. Pete Peterson, wife of a WNAX announcer. Expressions of gratitude were received by the station from the boy's family.

* * *

Cooperation Keynoted

"YOUR COOPERATION is requested" is a familiar phrase to the listeners of CJAD Montreal, for the station has become well-known for its public service activities. In less than four hours of one broadcasting day, CJAD aired that phrase and followed through with happy results. The early morning news program asked listeners to help in finding an elderly man who had been missing from his sister's home for more than 24 hours. In only a matter of minutes, the station reports, the relative called the studio to report that her brother had been returned to his home. The second distress call was heeded on the same day in cooperation with the Outremont Police Dept. A boy suffering from amnesia had been missing from his home for four days. Two pleas on CJAD's noon-time news broadcast resulted in the safe return of the boy. A profitable day of broadcasting, says CJAD.

* * *

Christmas Drive Begins

CHRISTMAS GIFTS for shipment to needy children overseas are being solicited by Anice Ives on her *Everywoman's Hour* on WFIL Philadelphia, Mon. through Fri. at 1:30 p.m. Miss Ives appeals to her listeners to go to the Salvage Sewing Committee to obtain empty Christmas stockings. When they have filled the stockings with gifts they are returned to the Committee for shipment. Deadline for returning the stockings is Oct. 15. Last year Miss Ives handled the radio appeal to obtain "Package Parents" for children overseas in a drive by the Foster Parents Plan for War Children. She will continue that appeal this year in addition to the new Christmas stocking drive.

DOGGONE IT—look at the winner of KOAD Omaha's latest contest. It seems that in their spare time some ex-Navy KOAD staffers translated the stations call letters into Navy phonetics and came out with King Oboe Able Dog, and this led to a pooch contest to determine the station mascot. Winning dog, which belongs to Program Director Harvey Twyman, looks as though he is about to tear through some back issues of BROADCASTING.

NBC's "Mr. District Attorney" program received the National Safety Council's award of merit during its Aug. 13 broadcast for time the program contributed to transcribed announcements from council aimed at speeders, drinking drivers, etc. Program is sponsored by Bristol-Myers Co., Wed., 9:30-10 p.m., through Doherty, Clifford & Shenfield, New York.

Promoting FM

TO HELP promote frequency modulation and help merchants sell FM, WCSI-FM Columbus, Ind., is contacting all merchants handling radios within a 75-mile radius of Columbus to determine their reaction to FM; instruct them on tuning and operation of their sets and help them in giving hints to promote sales. To all merchants who can submit 25 names of FM purchasers, WCSI-FM is offering a 15-minute program saluting that one particular store, free of charge. Promotion folders reading, "Remember—To Dealers, FM Means—Folding Money" have been left at all dealers' stores.

WTAG Drive

IN ALL-OUT public service drive, WTAG Worcester, Mass., is carrying eight campaigns in the public interest. Listeners are urged to join the bond-a-month saving plan; the need for nurses is promoted by announcements of September classes at local hospitals for student nurses, and the station is promoting a safe driving and general vacation safety campaign. In addition, a quiet campaign, asking listeners to turn radios down during late summer nights when windows are up, is featured on late evening programs of WTAG. Information for veterans on American Defense and Victory Medals and terminal leave bonds is presented regularly by the station. Frequent announcements are made for contributions of food and clothing for distribution overseas by CARE, and for support of the Church World Service, an organization aiding distressed overseas. Approximately 67 announcements per week are broadcast by WTAG for the above services.

Nice Baby

MEMBERS of the staff of WMID Atlantic City are doubling as babysitters these days, General Manager Paul Hancock reports. It began several weeks ago when WMID's five-year-old record m.c., Vicky, made her debut. Several mothers who came to watch brought their small children along. Those so young that their studio reactions were not predictable were left outside in the care of WMID staffers until after Vicky's broadcast. Lollypops and ice cream were on the house.

TV INCLUDED

JOHNS HOPKINS MEDICAL COLLEGE is sending architects designing its new surgical wing at Baltimore to confer with RCA-Victor engineers on building television facilities into the new structure. The famed medical school is said to have been impressed by the teaching and other professional possibilities of television in surgery after recent demonstrations there by RCA of telescreening of operations.

TRANSCRIBED AND AVAILABLE for a 27.4 Hooper!

That's a whale of a rating, But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service – which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
George Halley, Mgr., Syndicated Features
Pickwick Hotel • Kansas City 6, Mo.

Baltimore's Listening Habit
WCBM
We Cover the Baltimore Market
MUTUAL BROADCASTING SYSTEM
JOHN ELMER
President
GEORGE H. ROEDER
General Manager

Yes, It's NEW
in
SPOKANE, WASHINGTON
•
Since September 1st
K N E W
5000 WATTS
Cleared Regional Channel
Mutual-Don Lee Network
★ Newest Equipment
★ Most Modern Studios
★ Experienced Personnel
"Reach the Rich Inland Empire With KNEW"
HARRY LANTRY, Manager
Gilman, Nicoll & Ruthman
National Representatives

It will soon be 630 in Savannah

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA
B.B.M.
5000 WATTS
630 KC
Ask Jos. Weed & Company
350 Madison Ave., N. Y.
CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN

FOLDING MONEY

WAIR's market is made up of people with an everlasting supply of big money. No other medium can steer more of this cash your way than WAIR.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

LEWIS L. DOOLITTLE, formerly with WHAI Greenfield, Mass., WFOY St. Augustine, Fla. and feature writer for the St. Augustine Record, has joined WNHC New Haven, Conn., as director of publicity and special events. Mr. Doolittle previously was publisher of the weekly St. Augustine Observer.

GENE WHITE, of the promotion staff of WKY Oklahoma City, has been named promotion manager, replacing **PAUL HOOD,** who has resigned to join staff of The Oklahoman.

CLARENCE WORDEN, of the CBS publicity staff and former Army Public Relations Officer, has been drafted by the War Dept.'s National Guard Bureau to assist in radio promotion and publicity in connection with the big recruiting drive for the National Guard.

BLAKE CHATFIELD, former editor of Crenshaw Mirrow (Los Angeles), has joined NBC Hollywood press department.

CODY PFANSTIEHL, promotion director of WTOP Washington, is the father of a girl, Carla, born Sept. 2.

JANE A. SHELDON, formerly with KOAT Albuquerque, N. Mex., has joined KOA Denver, as assistant advertising and promotion manager. Miss Sheldon replaces **NAY GRAVESTOCK DALEY,** resigned.

JEROME S. WEISS, formerly with promotion department of the Philadelphia Record, has joined WLBR Lebanon, Pa., as publicity manager and news editor. He replaces **CHET E. HAGAN,** resigned.

'FM Special'

ELABORATE ice cream desert has been devised by a Columbus, Ind., confectionery in conjunction with drive by WCSI-FM that city, to promote FM broadcasting in the area. The "FM Special" consists of two scoops of vanilla ice cream with a scoop of chocolate ice cream in the middle. Butterscotch syrup is then poured over the top, crushed nuts sprinkled on, and to top it off, dips of whipped cream are added on top of each scoop of ice cream. Signs announcing the new special are being displayed in the store with call letters, WCSI-FM, on the signs.

Watermelon Contest

GUESSES RANGED from 249 to 15,000 seeds, and listener interest ran high when WCAU Philadelphia had its farm editor, Amos Kirby, ask visitors at the Gloucester County (N. J.) Fair how many seeds in a 50-pound watermelon. Actual count — 1017 seeds — was announced later on Mr. Kirby's "Rural Digest" show. Promotion was furthered by a second challenge—that local growers try to bring in a watermelon to outweigh Mr. Kirby's specimen. One farmer brought in a 50½-pound melon to better the prize-winner.

WEEK Fund

DURING a one-hour broadcast over WEEK Peoria last month over $2,000 was pledged by listeners for a special memorial fund for the widow and three-month-old daughter of John Cusson, young Peoria police officer who lost his life in a gun battle with an ex-convict. Conceived by WEEK, the proposal for a John Cusson Benefit Fund gained the immediate approval and support of city officials and Peoria citizens. WEEK presented a one-hour show on which fellow officers of Patrolman Cusson appeared, and pledges ranging from 50 cents to $200 were phoned in by listeners Station reports community response was so great that it was necessary to carry an extra quarter-hour program to recognize all contributions.

WWVA-FM Opens

WWVA-FM Wheeling, W. Va. went on the air officially last Monday, broadcasting with a daily 3-9 p.m. schedule. Licensed to West Virginia Broadcasting Corp., owned by Fort Industry Co. the station operates on 98.7 m.c.

LIVE-TALENT radio shows were featured in the 4,500 shows and skits presented during June for patients in Veterans Administration hospitals, according to an announcement by Veterans Administration.

Promotion

Public Service Folders

FIRST of a series of four three-color promotion folders commemorating 25 years of continuous service to public by WMAQ Chicago, has been mailed to more than 3,000 spot and local clients, agencies and prospective customers by NBC Central Div. Mailing piece shows comparison of station's present coverage with that in 1922. Succeeding folders will draw similar comparisons of station's studio facilities, program schedule and clients. Die-cut, trick fold was designed under supervision of Emmons Carlson, department manager.

Plastic Tumbler

RED PLASTIC tumblers are being distributed by WIBW Topeka. Each tumbler is enclosed in a box with copy reading, "Greater Kansas Sales Will POUR Into Your Cash Register When You Hire WIBW." Reply card is attached to box lid for ordering additional tumblers and information on WIBW availabilities. Copy states that "this plastic tumbler will prove mighty useful in your home . . . because it's unbreakable . . . and WIBW will prove mighty profitable . . . because for greater Kansas sales, WIBW is unbeatable!"

Western Tour

TO BOOST listener interest, Peter Potter, disc m.c. sponsored by Liggett & Myers Tobacco Co. on 6 Don Lee Pacific Coast stations, is touring six Western cities for local originations of program. Travelling by private plane, he will make personal appearance at colleges as well as broadcasting six weekly half-hours from San Diego, San Francisco, Portland, Seattle, Spokane and Tacoma on rotating basis.

Exhibition Booths

CITATION for "the most outstanding exhibition booths ever displayed by radio stations" was awarded jointly to WKRC Cincinnati and its FM affiliate, WCTS, at the Cincinnati Pure Food Show which closed Sept. 1. Devised by Joel W. Stovall, promotion director of WKRC-WCTS, the WCTS booth was an enlarged replica of a portable radio in which visitors made recordings of their own voices on small take-home records. The WKRC booth was an enlarged reproduction of "Key Notes," monthly station magazine. Samples of products advertised on station were given away, while radio personalities made personal appearances at that booth. Same booths will be featured at Kentucky Pure Food Show in Covington, Oct. 6-12.

Baby Beauty Contest

BEAUTY CONTEST limited strictly to persons between the ages of six months and four years has been completed by KRES St. Joseph, Mo. The contest, called KRES Baby Beauty and Personality Contest, ran for 13 weeks and was given extensive promotion by the station and local merchants. Parents were asked to fill out application blanks and were then given certificates which entitled them to have the child's picture made at no cost. The entire contest was conducted without charge to the participants. Prizes valued at $1,800 were contributed by merchants and awarded to the 20 winners. Station reports that entries came from 70 different towns in the listening area.

Football Banquet

FOOTBALL BANQUET for Southern Conference coaches, their staffs, and radio and press sports editors was held in Raleigh, N. C., Aug. 30, with WPTF that city, as host. Held annually prior to the opening of the football season, banquet affords the coaches and writers a pre-season opportunity to get together and discuss the gridiron prospects. Jim Reid, WPTF sports director, acted as host and station provided the entertainment.

Ball Team Honored

CLIMAXING a season of broadcast coverage of Denver Bears baseball games, KLZ-FM Denver, staged a testimonial dinner with team members and managers as honored guests. Station talent entertained the diners and one player received a small radio as a gift during drawing held for team members only. Hugh Terry, KLZ and KLZ-FM manager, and members of the staff who had done play-by-play broadcasts of the ball games joined in giving the team a "pat on the back."

Paper Hats

GIVEAWAY of WBNS Columbus, Ohio at the 1947 State Fair was a paper hat of cutout oval-shaped disc with the CBS-WBNS call letters imprinted on the rim. The hats were made in four colors, blue, gray, orange and white, and the call letters and "The Biggest Show in Town" slogan were imprinted in royal blue. Approximately 20,000 hats were distributed from the WBNS tent studio on the fairgrounds where continuous entertainment was furnished by the station staff members, plus three daily quiz shows.

Pooled Facilities

STATIONS in Peoria, Ill., recently pooled facilities, talent, writers, and engineers for a city-wide broadcast to boost the Peoria Exposition Gardens project. Written by Charles Barnhart of WMBD and directed by George Cremeens, WWXL, the hour-long show was carried by all stations of the "Peoria Radio Network," which includes WEEK, WMBD, WMMJ, WWXL in Peroria and WSIV Pekin.

'Woman's Hour' Promoted

BEGINNING of "The Woman's Hour" program on KTSA San Antonio, sponsored by Pioneer Flour Mills Co., that city, was given extensive merchandising promotion by the station. Over 700 two-color posters were distributed to retail stores; station sent letter of introduction to the program to 300 selected customers and sponsor mailed another letter to remainder of its customers. In addition, KTSA ran numerous courtesy announcements and newspaper ads.

Power Increase

NEWSPAPER ADS were run daily in Utica, N. Y. papers to introduce the increase in power from 250 w to 9,000 w of WIBX-FM that city. Ads showed illustration of FM tower and gave reasons why FM radio is superior in operation. A salute to its sister station also was given to WIBX-FM by WIBX on the day of dedication. Station is now on the air at 96.9 mc, daily 3 to 9 p.m., with plans to extend the schedule soon.

Sponsored Motorcycle Race

MOTORCYCLE RACE is latest promotion stunt of KYW Philadelphia, which recently helped sponsor the National Championship 200-mile stock car race, which drew a crowd of 37,000. Motorcycle competition, which is the 100-mile national championship affair, was held fortnight ago at Langhorne (Pa.) Speedway. Stuart Wayne, KYW announcer and former auto racer, was official starter. More than 100 racers were entered in the affair for which KYW presented a trophy.

Unexpected Help

NATURE pitched in to help make a recent WFAH Alliance, Ohio, program seem more realistic and eerie. The station was airing a transcribed version of Poe's "Murders in the Rue Morgue" and had reached the part where Monsieur Dupin said "Well, extinguish the candles, gentlemen." It was just at that point that lightning struck the power plant and every bulb in town went out.

Wide Range

(Continued from page 15)

stations approaching 100% increase. Perhaps it is too soon to tap the results, but rates will require attention as the pressure of competition increases, on one side of the ledger, and will require careful adjustment as the percent of commercial content increases.

It is not contended that rate standardization is desirable. That is no more feasible in broadcasting than it is in newspapers or magazines. But, there are certain corner stones or bench marks which can be observed in setting rates which will keep them within limits of intelligent justification.

The survey produced a comparison of proportionate charges for 30, 15 and 1-minute units with the hour rate in detail of one-time and 52-time rates. Normal practice has been 60% for half-hour and 40% for quarter-hour. There has been more latitude on one-minute units but the 60-40 pattern projected mathematically would set it at 20.67%. The theory of this relation of rate is based on cost of production and incentive to increase the purchase.

In practice the half-hour rates in this study range from 50% to 60% of hour rates. Quarter-hour rates ranged from 30.4 to 42.2% of the hour rate. One-minute announcements ranged from 8.1 to 14%. These ranges are for city size average figures—the extremes for individual stations is far greater.

Minimizing Spread

The argument usually advanced to justify deviations from the normal percentage relationships for time units is that the market favors the announcement on the short program units and these were priced down to attract the local market. But why close the door to the possibility of developing the market to purchase longer periods? It can be done unless the rates stand as an obstacle. The relation of announcement to 5, 10 and 15-minute rates is perhaps the most delicate to establish in proper alignment because of the usual restrictions on copy acceptable in programs. That indicates the advisability of minimizing the spread in their rates.

The survey compares the one-time and 52-time rates of stations to reflect discount practice. It is pointed out that the variation of discount quotations precluded true comparison beyond that. Some stations quote 52 times as maximum discount; others quote as high as 260 times discount.

At 52 times the range of discount for regional stations was 12.8% to 25% off of one-time rates. Local channel stations range from 13.3% to 47.7% off. These ranges are based on averages in city size groups—individual station figures show a greater spread.

Maximum discount in the station rates examined was 72%—a $10 rate for $2.80.

Discount practice fundamentally is an incentive system to attract optimum customer purchases, but it appears that, in some cases, there is more in the discounts than in the delivered rates. And what has been your reaction and experience with bargain counter merchandise?

Four Networks and Two Video Stations Will Cover Activities of UN Assembly

FOUR MAJOR NETWORKS and two New York television stations will carry the activities of the opening session of the UN General Assembly at Flushing Meadows, N. Y., on Sept. 16.

ABC on Sept. 16 will inaugurate a half-hour weekly series of special programs covering important parts of the UN sessions and featuring interviews with UN delegates. The first program on Sept. 16 will be heard from 10-10:30 p.m. and broadcast times for the future programs will be announced at a later date.

ABC's coverage on opening day will also include the regularly scheduled news commentaries by Baukhage and Walter Kiernan at 1 and 2 p.m. respectively, direct from the ABC booth in the Assembly chamber. Mr. Baukhage will originate his daily broadcasts from the network's booth until Sept. 18. ABC Correspondents Gordon Fraser and Pauline Frederick, who will be at all Assembly meetings throughout the course of the sessions, will broadcast their reports over the ABC news programs, *Headline Edition* at 7 p.m., and *News of Tomorrow* at 11 p.m.

Correspondents' Program

NBC, on Sept. 16, will present special program direct from UN by UN Correspondents John MacVane and Bob Reuben, at 1-1:15 p.m. Mr. MacVane will be heard during the Robert McCormick NBC Washington newscast and he will be heard also, direct from the UN at 6 p.m. and 7:15 p.m.

WNBT New York, NBC video station, will also cover the opening session. The television station has covered the important sessions of the UN Security Council and General Assembly within the past 18 months.

CBS coverage of the opening session will include two special programs on Sept. 16. The first show, 10-10:30 p.m. titled *The Time Is Now*, will review the accomplishments and failures of the UN since last year's assemblies. The program was written by Allan Sloane and will be directed by Norman Corwin. Mr. Corwin has made transcriptions of the program 10 days before broadcast time and sent recordings to all English speaking networks in the world—BBC, Australia, New Zealand, India and South Africa. It will be carried live in Canada and CBS will also shortwave the documentary.

From 10:30-11 p.m. on Sept. 16 CBS will carry an address by the Hon. Warren R. Austin, permanent U. S. representative to the UN. On Sept. 18 from 6:15-6:30 p.m. CBS will present a program titled *What About the UN Veto*, featuring Col. William R. Hodgson, Australian representative on the Security Council and the Atomic Energy Committee, and Julius Katz-Suchy, Secretary General of the Polish UN delegation. On Sept. 11, from 6:15-6:30 p.m., CBS will present *Should the UN Assembly Act on Spain?* and will present Mrs. Leah Manning, Member of Parliament, Great Britain, and C. G. Paulding, management editor of the British magazine *The Commonweal*.

CBS television station WCBS-TV New York will televise the opening ceremonies on Sept 16 and business sessions on Sept. 16 and 17.

The MBS *American Forum of the Air* series will devote its Sept. 16 broadcast to the UN and MBS UN Correspondent Les Nichols will cover the sessions direct from Flushing Meadows for the network.

ADVERTISERS OFFERED 'GUARANTEED' PROGRAM

AN INNOVATION in radio programs—a "guaranteed" show—was announced last week by Dr. George W. Crane, widely known psychologist, through John R. Kneebone, director of Hopkins Syndicate Inc., which offers his transcribed radio series, *Psychology in Action*, for sponsorship to local advertisers throughout the country.

Guarantee is based on use of Dr. Crane's program five days a week for 13 weeks. If program hasn't clicked by that time, transcription costs are refunded to sponsor.

Despite apparent fact that to local station salesmen throughout country "psychology and soap opera are not homogeneous and no alchemy can make them companionable in a sales kit," Mr. Kneebone said. "The program does its job."

Mr. Kneebone added that a number of stations, including WGN Chicago, WEEK Peoria and WADC Akron, had reported the program had pulled considerable mail from listeners. Public appeal of program is based on case history format which covers all phases of psychology.

Announcement of the guaranteed program was made at a news conference at the Union League Club, Chicago.

McArthur Resigns

RESIGNATION of Dan McArthur as chief news editor of CBC was announced last week by Dr. Augustin Frigon, CBC general manager. Resignation is effective the end of September. Jean-Marie Baudet, CBC music director and recently appointed British Columbia CBC representative, also resigned to devote full time to her freelance musical career.

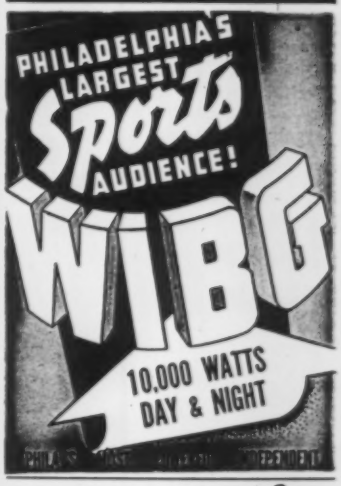
WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

Excess Insurance Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI



It will soon be 630 in Savannah

NOW 5000 WATTS

KTFI

TWIN FALLS • IDAHO

WEED & CO., *Representatives*

RESULTS?

THAT'S US!

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—SOON!

Interested? Ask

JOS. WEED & CO.,

350 Madison Ave., New York

Tell your story to

TOP MANAGEMENT

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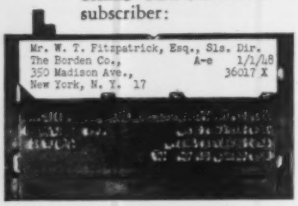


You can reach thousands of these top men in

Sales MANAGEMENT

New York • Chicago • Santa Barbara

FCC Actions

(*Continued from page 64*)

Applications Cont.:

Modification of CP

WCMD Cambridge, Md.—Mod. CP which authorized new standard station for approval of ant., trans., and studio location. AMENDED to show ant. specifications.

AM—1340 kc

WDMJ Marquette, Mich.—CP install new vertical ant. and change trans. location.

AM—590 kc

WOW Omaha, NNeb. — CP make changes in vertical ant. and mount FM ant. on AM tower.

Modification of CP

KVLH Pauls Valley, Okla.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

License for CP

KRUL Corvallis, Ore.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WMRF Lewistown, Pa.—Mod. CP, as mod., which authorized change in trans. location, install new vertical ant. with FM ant. mounted on top and ground system, for extension of completion date.

WIS Columbia, S. C.—Mod. CP which authorized installation new trans. for extension of completion date.

KOMO Seattle, Wash.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

APPLICATION DISMISSED

AM—1490 kc

Gene Tibbett Sr., Philadelphia, Miss.—CP new standard station 1490 kc 250 w unl. DISMISSED—request of applicant.

License Renewal

Applications for renewal of standard broadcast station license filed by KGCX KGLU KINY WBCM WHIS WIRE WMBD WPRP.

TENDERED FOR FILING

AM—1490 kc

Greenwich Bcstg. Corp., Greenwich, Conn.—CP new standard station 1490 kc 250 w unl.

Modification of CP

KEIO Pocatello, Ida.—Mod. CP which authorized change in facilities to install DA-DN, new trans. and changes in ant.

Assignment of CP

KSBS Kansas City, Kan.—Assignment of CP of FM station to Sunflower Bcstg. System Inc.

AM—1450 kc

New Mexico Bcstg. Co., Inc., Clovis, N. M.—CP new standard station 1450 kc 250 w unl.

Modification of CP

KFDM Beaumont, Tex. — Mod. CP which authorized increase power, install new trans. and DA-DN and change trans. location, to mod. DA.

AM—1490 kc

Beeville Bcstg. Co., Beeville, Tex.—CP new standard station 1490 kc. 250 w unl.

Modification of CP

WLVA Lynchburg, Va. — Mod. CP which authorized change in facilities to specify 590 kc.

Assignment of License

WFHR and WFHR-FM Wisconsin Rapids, Wis.—Assignment of license to William F. Huffman Radio Inc.

September 4 Decisions . . .

BY A BOARD

Order Adopted

Adopted order to amend Sec. 5.21 of Part 5 FCC Rules and Regulations governing experimental radio services to provide for frequency assignments in conforming with final reports of frequency reallocations of March 20 and July 19 and to limit use of these frequencies to Class I experimental stations except upon showing of unusual circumstances requiring assignment for Class 2 operation. See story this issue.

Petition Denied

Keystone Bcstg. Corp., Harrisburg; York Bcstg. Co., York, and Reading Bcstg. Co., Reading, Pa.—Denied joint petition requesting that Commission grant without hearing respective applications for new Class B FM stations.

FM—92.9 mc

Mission Bcstg. Co., San Antonio, Tex.—Assigned frequency 92.9 m (channel 225) for CP granted July 28.

AM—1580 kc

Southland Bcstg. Corp, Ft. Lauderdale, Fla.—Granted CP new station 1580 kc 250 w D.

AM—900 kc

Hamilton Bcstg. Co., Hamilton, Tex.—Granted CP new station 900 kc 250 w D; engineering cond.

AM—1360 kc

El Dorado Bcstg. Co., El Dorado, Kan.—Granted CP new station 1360 kc 1 kw D; engineering cond.

Modification of CP

WVOM Brookline, Mass.—Granted mod CP to make changes in DA to satisfy cond of original grant.

KLEE Houston, Tex.—Granted mod CP for approval of DA (in compliance with cond) of CP; engineering cond.

KLO Ogden, Utah—Granted mod CP to make change in DA to meet cond of CP.

AM—1220 kc

Lamar A. Newcomb, Falls Church, Va.—Adopted order removing from hearing docket and granted application for new station 1220 wc 250 w D engineering cond.

AM—1480 kc-1490 kc

Cedar Valley Bcstg. Co., Austin, Minn., and Mason City Bcstg. Co., Mason City, Iowa.—Adopted order granting application of Cedar Valley Bcstg. Co. for new station 1480 kc 1 kw unl DA, cond; and Mason City Bcstg. Co. for new station 1490 kc 250 w unl, cond.

Petition Granted

KPSC Phoenix, Ariz.—Granted petition for reconsideration and grant of application to change facilities from 1450 kc 250 w unl to 1270 kc 5 kw DA-N; removed from hearing docket and granted said application cond.

Modification of CP

KYSC Yuma, Ariz.—Granted mod CP, filed in accordance with terms of original CP, to make changes in DA; engineering cond.

License Renewal

WJLB Detroit, Mich.—Granted renewal of license for period ending Aug. 1, 1950.

WTTM Trenton, N. J.—Granted renewal of license for period ending May 1, 1950.

Hearings Before FCC . . .

September 25

AM-Further Hearing

The Patriot Co., Harrisburg, Pa.—CP 580 kc 5 kw unl. DA-N.

WHP Harrisburg, Pa.—Same..

WARM Scranton, Pa.—CP 590 kc 1 kw unl. DA-DN.

WBAX Wilkes-Barre, Pa.—Same.

Intervenors: CBS WTAC Worcester, Mass., WIAC San Juan, P.R.

KSBS Incorporates

FM STATION KSBS Kansas City, Kan., last week tendered for filing at FCC application for consent to assignment of construction permit from present partnership, Sunflower Broadcasting System, to a new corporation of the same name and ownership. Co-partners Harry Butler and Harry Scherzer are president and vice president respectively of the new firm. Each holds 49.7% interest. Other officers include Gladys Butler, secretary, and Marie Scherzer, treasurer. KSBS is assigned Channel 290,105.9 mc with 43 kw ERP.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,369 licensed, 507 construction permits, 690 applications pending (of which 388 are in hearing); FM—53 licensed, 881 conditional grants, 676 CPs (part of CPs come from conditional grants, others from hearing proceedings), 142 applications pending (85 in hearing); television—six licensed, 61 CPs, 11 applications pending (three in hearing); noncommercial educational FM—six licensed, 36 CPs, six applications pending.

Changes Adopted by FC On Experimental Service

ORDER was adopted by FCC last week to amend Sec. 5.21 of Part of its Rules and Regulations governing experimental radio service to provide for frequency assignments in conformity with the Commission's final frequency reallocations reports. FM developmental broadcast authorizations and permits held by equipment manufacturers for test and research purposes fall in this category.

The amendment limits use of the frequencies to Class 1 experimental stations except upon showing of unusual circumstances requiring assignment for Class 2 operation. Class 2 operation may include authorization for use in an established or proposed service, not permitted under Class 1. Also included were frequency allocations for Class experimental stations, which may be licensed only for personal research by a citizen.

Special Session Would Delay Work On White Bill, Some Observers Believe

POSSIBILITY that Congress may be called to Washington for an emergency session gave rise to speculation last week as to what the effect might be on radio legislation.

It was pointed out on Capitol Hill that an emergency session would be called to deal only with specific emergency matters such as the European food crisis, the British economic plight, etc. Congress would have little time or inclination under such circumstances to take up more "normal" legislation.

At the same time an emergency session presumably would remain in force only so long as necessary to meet specific legislative demands and then adjourn until the regular opening date of January 3.

There was even the possibility that a special session of Congress might delay work on the White Radio Bill (S 1333)—the biggest and most important piece of radio legislation now pending. Senator Wallace H. White Jr. (R-Me.), author of the bill, is understood to be redrafting it at his Maine home.

If he were called back to the Capital for a special session, he would be forced because of his position as majority leader to postpone work on his own legislation. Likewise, the Interstate & Foreign Commerce Committee, where the bill is being prepared, would have to give over for emergency work since it is one of the most important committees on U. S. foreign economic policy.

Nielsen Audimeter Test Results to Be Announced

A. C. NIELSEN CO., Chicago, plans announcement soon concerning tests made on new type instantaneous audimeters to measure listening habits. A. C. Nielsen Sr. said the audimeters had already proven they could compute listening data "far more quickly than any method now in use."

A system under which the new device would be used to measure radio listening on a nationwide scale, Mr. Nielsen said, would cost approximately $1,000,000. The system would eliminate forever existing doubts and confusion about the effectiveness of radio, he added.

The Nielson Co. contemplates no increase in existing rates for its radio index, according to Mr. Nielsen.

ABC GETS 4 RENEWALS, ADDS 1 NEW SPONSOR

ABC last week added another new sponsor and announced the renewal of four programs.

America's Future Inc., New York (publishers), beginning Oct. 5 for 52 weeks, sponsors Sam Pettengill news commentary, 1-1:15 p.m., Sundays, on 242 ABC stations. Agency is Andrew Gahagan, New York.

Carter Products Inc., New York, effective Sept. 7 for 52 weeks renewed sponsorship of the *Jimmie Fidler* program and at the same time shifted the broadcast time from 9:30-9:45 p.m., Sundays, to 10:30-10:45 p.m., Sundays. Agency is Sullivan, Stauffer, Colwell & Bayles, New York.

Gillette Safety Razor Co., Boston, effective Sept. 5 for 52 weeks renewed sponsorship of the Friday evening boxing bouts from Madison Square Garden or St. Nicholas Arena in New York, beginning at 10 p.m., until the conclusion of the main bout of the evening. Agency is Maxon, New York.

Philco Corp., Philadelphia, has renewed for 52 weeks, sponsorship of the Monday through Friday, 9:45-10 a.m. segment of the *Breakfast Club* program on 244 ABC stations. Agency is Hutchins Adv., Philadelphia.

Brown & Williamson Tobacco Corp., Louisville, Ky., effective Oct. 5 for 52 weeks renews *Is It Fact—or Fiction* on ABC Sundays, 12:55-1 p.m. Agency is Russel M. Seeds Co., Chicago.

COMMITTEE PREPARING TO INVESTIGATE VOICE

INVESTIGATION of the "Voice of America" as it is received abroad got under way last week with a briefing of the two Senators and six Representatives scheduled to make the flying trip.

Senator Carl Hatch (D-N. Mex.) criticized the superficial nature of the projected world tour which is planned to cover 20 nations in 33 days. The total committee will include five Senate and six House members, some of whom will rendezvous in Europe.

The investigation was aimed at providing final information on the effectiveness of the State Department's overseas information broadcasting with a view to next year's budget for the Office of Information and Educational Affairs, under which it operates.

Sarnoff to Be Speaker At Gathering in Chicago

BRIG. GEN. DAVID A. SARNOFF, president and chairman of the board of directors of RCA, will address a special luncheon of the Chicago Council on Foreign Relations at the Congress Hotel in Chicago Sept. 12. Luncheon will honor members of the U. S. National Commission for UNESCO.

Gen. Sarnoff will speak on the subject "Freedom to Listen and Freedom to Look" and will be introduced by Asst. Secretary of State William Benton. Members of commission who will be present include Archibald MacLeish, chairman of U. S. delegation at meetings resulting in organization of UNESCO, Beardsley Ruml and Dr. Harlow Shapley.

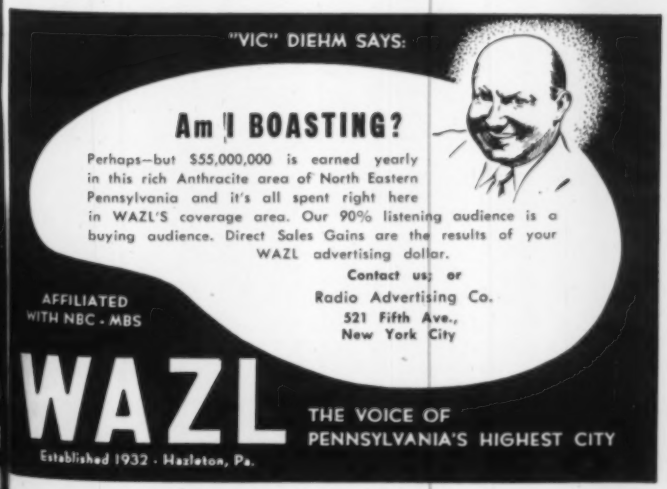
WQQW

(*Continued from page 20*)

night meeting, several stockholders indicated they would be willing to donate nearly $5,000 to carry on.

Most of the remaining staff members, numbering about 16, are believed to be out of sympathy with the subscription radio project. When the station began going heavily into red ink, Mr. Brecher is understood to have had difficulties with the board.

There have been a number of prospective bidders but none, up to last Thursday, was willing to make a firm offer. An official of one nationally known candy manufacturing company was understood to be the last individual interested. At one stage, Drew Pearson, ABC news commentator and newspaper columnist, was said to have been considering an offer. The fact that the so-called Avco procedure of open bidding would apply probably was a deterrent, it was thought, along with the realization that Washington now is over-stationed since a half dozen new AM outlets have taken the air in the past year in the metropolitan area.


"VIC" DIEHM SAYS:
Am I BOASTING?
Perhaps—but $55,000,000 is earned yearly in this rich Anthracite area of North Eastern Pennsylvania and it's all spent right here in WAZL'S coverage area. Our 90% listening audience is a buying audience. Direct Sales Gains are the results of your WAZL advertising dollar.
Contact us; or
Radio Advertising Co.
521 Fifth Ave.,
New York City
AFFILIATED WITH NBC - MBS
WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 - Hazleton, Pa.

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region**
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
** In a postcard survey just completed 79.7% of the replys in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding favorite, as it has been for 17 years.*
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

• MUTUAL NETWORK
COMING! • FULL TIME
5000 WATTS
• 710 KILOCYCLES

Hunt

(*Continued from page 18*)

program is touring the West for such community events as the Marysville (Calif.) Peach Fiesta, Sacramento State Fair, Montebello (Calif.) Chamber of Commerce. San Fernando (Calif.) Fiesta, in observance of the 150th anniversary of founding of mission.

In addition to broadcast performances, the program will be available to community theatres as vaudeville. In the past it has been utilized in Los Angeles on tie-ins with host of favorable promotions.

That the program has established a definite place for itself is reflected in an award to Jay Stewart by Los Angeles Junior Chamber of Commerce in recognition of "outstanding civic service."

One example of what this program has done may be seen in story of a young Los Angeles girl who was on her deathbed. A letter from her mother was read by the m.c., asking folks to cheer her with letters. Listeners responded with even greater generosity, sending gifts, money and mail. This coincided with a turn in youngster's interest in life.

Since that time the child has been able to get out of bed and has appeared at the broadcast on crutches. Her mother credits the program and its listeners with giving her child a reason to live.

An audience participation program is not without its anxious moments for the m.c. On a recent broadcast Mr. Stewart found a contestant who was a newlywed. A natural question was where her husband proposed. He asked about every part of the house, save bedroom and bathroom before giving it up, as the studio audience howled.

Growth of Radio

Hunt's radio history reflects in part its expanding family of products. In 1942, Val Vita utilized spots on Los Angeles stations and participations on two daytime programs carried on KNX Hollywood (*Housewives Protective League* and *Sunrise Salute*). Emphasis was upon fruits and vegetables.

This emphasis continued in the fall of '43 when spots were extended to embrace 25 stations on coast plus Denver, Salt Lake City and Phoenix. This coincided with acquisition of Hunt Brothers Packing Co.

The campaign was on to promote Hunt and its history of quality. Coincident with this, *Housewives Protective League* was utilized in Los Angeles area again. This remained in effect until September 1944. At that time Hunt undertook sponsorship of Fulton Lewis jr. on Don Lee network, continuing with it until March 1945. From May until September 1945, *I Was There*, dramatized news, was aired on Columbia's Pacific Network.

To comprehend the present position of Hunt Foods Inc., it is well to examine its proportions historically, as well as meeting the men behind the label.

The present company is the result of absorption, involving several established California food firms one of which extends back to 1890 (Hunt). Chairman of the board is Norton Simon who at 39 is overseeing a current operation of 18 plants in four states.

Frederick R. Weisman, 34, is president of the organization which reported net sales of $48,353,732 for nine months ending November 1946.

Single Label Envisioned

Teamed with these two as Hunt Foods Inc. account executive at Young & Rubicam is Don Barr. Before joining the agency he was vice president in charge of marketing for Birds Eye-Snider and had been raised in food and packing environment, his father having been proprietor of a pickle works. Mr. Barr also has a background of food operations abroad in England and Russia.

This youthfully manned firm actually started in 1932 when Mr. Simon first acquired Val Vita Food Products Inc., a food processing plant in Fullerton, Calif. Subsequently buying and consolidation of various food companies further paved the way.

In 1943, Mr. Simon gained control of Hunt Bros. Packing Co.

HUNT FOR HUNT, and there is no family angle involved. Marjorie Hunt (l), is producer of ABC *What's Doing Ladies*, sponsored by Hunt Foods Inc., Los Angeles With her is her production assistant, Betty Doebler.

Since the Hunt label had long been known for quality in the West, it was natural that remainder of organization was to be pyramided under its aegis. Operationally, the name has not been applied to each food product in firm's pantry. Continued use of established brand names eliminated expense and risk of promoting a new one. However, one label is the long-range aim.

Additional firms were acquired as follows: Fontana Food Prods. Co., 1943 (macaroni, spaghetti, noodles); Calif. Conserving Co., 1945 (pickles and condiments); Rocky Mountain Packing Corp., (93% control of frozen food outlet and canning facilities); Guggenhime & Co., 1946 (dried fruit); Drew Canning Co., 1946 (increased fruit canning facilities).

WAAT Transfer

INVOLUNTARY transfer of control of WAAT Newark, N. J., is requested in application filed with FCC from Albert H. Pollack, deceased, to his wife, Yetta Pollack, executrix and beneficiary. Mr. Pollack had been secretary-treasurer of Bremer Broadcasting Corp., WAAT licensee, and held 133 shares (59%) in the station. The whole interest is to be transferred. Those holding the remainder of the 225 shares issued include: Irving R. Rosenhaus, president, 60 shares; Maurice A. Haas, director, Frank V. Bremer, vice president, and Moe S. Hanellin, 10 shares each.

Senate Committee To Take World Trip

May Be Cancelled If Special Session Is Called

WORLD COMMUNICATIONS will get Congressional once-over from a special Senate subcommittee of the Interstate & Foreign Commerce Committee with authority to look into all things that come under the authority of the group, it was learned last week.

Originally it had been planned to set up a special communications subcommittee but pressure of business was so great that all projects had to be lumped together for one trip.

There was some doubt expressed by a committee source that the Interstate group would even be able to realize its plans for any trip at all. Doubt hinged on increasing talk of an emergency session to consider the Marshall plan for European recovery.

At the very best no Interstate Committee would be able to put off for foreign shores before late fall or early winter. There was some evidence that disagreement between committee members over objectives of trip and itinerary were delaying crystallization of plans.

Heading the committee, if it sails, is Senator Albert W. Hawkes (R-N. J.).

Adds Radio Course

COURSE in radio writing has been added to the fall schedule of the U. S. Dept. of Agriculture Graduate School. Comprising a two-hour weekly session, the course is designed for those in government who must prepare radio material or whose work entails radio relations. Chief emphasis will be upon speech and interview writing. Instructor is Bernard W. Molohon, head of several government radio units during the war. Previously in commercial radio in New York and Los Angeles, Mr. Molohon has written such shows as *The Plainsmen*, *Reporter of Odd Facts*, *Alibi Club*, *Spotlight on Sports* and more recently *War of Enterprise* for the U. S. Chamber of Commerce.

KCKN FM

PIONEERING IN KANSAS CITY

SINCE 1942

—

NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET

—

O. R. WRIGHT
SALES MGR.

PORTER BLDG., K. C., MO.

E. L. DILLARD, GEN. MGR.

IT'S A HABIT!

For 20 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

WVVW Partners Request Incorporation Approval

INCORPORATION of Fairmont Broadcasting Co., WVVW Fairmont, W. Va., permittee, has been effected subject to FCC approval to get experienced assistance in construction and operation of the station and to place it on a sound financial basis, according to application tendered for filing at the Commission last week.

Present partners have the following interests in the new firm, comparable to their partnership holdings: J. Patrick Beacom, president and 42½%; Clarence E. Smith, vice president 4½%; Robert L. McCoy, secretary 4½%; Jennings Randolph, 6½%. New participants are: J. Harvey McCoy, managing engineer, Press Wireless, New York, vice president 10%; George J. Feinburg, 50% owner Concord Chenille Co., New York, treasurer 25½%; and J. George Fredman, Jersey City attorney, 7%. The new group agrees to invest $22,000. The partnership has invested $23,000 in the operation. Messrs. Feinburg, Fredman and J. H. McCoy are principal owners of Concord Broadcasting Corp., AM applicant at Niagara Falls, N. Y., while Messrs. Feinburg and J. H. McCoy are partners in Heath Broadcasting Co., AM applicant at Scarsdale, N. Y. Mr. Feinburg one-time was 75% owner WEEU Reading, Pa.

WVVW is assigned 250 w on 1490 kc.

KTLA Adds Six Staffers In Various Capacities

ADDITION of six staff members divided among production, sales and technical capacities was announced last week by Klaus Landsberg, West Coast director of Television Productions Inc. and general manager of KTLA Hollywood.

New personnel include Albert V. Cole, formerly an NBC director of field video programs, who becomes station field program director, and will handle studio assignments other than drama or news. Fred Hamlin takes over as news editor and publicity director. Before joining KTLA, he had been news editor of U. S. State Dept. International Broadcasting Division. Ann Pendleton will work under Mr. Hamlin in charge of women's news. W. F. Barnard has been added as transmitter operator, Robin Clark as stage assistant and Lloyd Backaus as assistant cameraman.

FREDERICK W. BURNSIDE Jr., former account executive at Norman D. Waters & Assocs., New York, has been appointed vice president in charge of new business of United Advertising, Newark, N. J.

SKETCH of proposed new 552-ft. television tower [BROADCASTING, Sept 1] to be erected for WPTZ Philadelphia, Philco television station. WPTZ engineers estimate that when tower is put into service the area served by station will be quadrupled and clear television signals will be brought within reach of 4,000,000 people.

WFIL–TV, 'Inquirer' Outlet, To Begin Operation Sept. 13

WFIL-TV will go on the air commercially Sept. 13 as the second Philadelphia television station.

Most of station's programs for the first few months are expected to be remote pickups of sporting and other special events since studios at the Arena, Philadelphia's Madison Square Garden, are still in course of construction. The sound studios of WFIL, however, will be improvised for studio productions during the construction of the regular video stage facilities.

At the same time that Roger Clipp, general manager of the *Philadelphia Inquirer* stations, made the announcement that WFIL-TV was scheduled to take to the air, announcement also was made of personnel realignments and hirings for the video station.

Mac E. Solomon, who has had 20 years of experience in radio sales, including 15 with WFIL and its predecessor, WFI, has been named sales director for television. His place on the WFIL sales staff will be taken by Douglas MacLatchie, who has been handling sales development for WFIL.

Ted Estabrook, who has been a producer of television motion picture and live shows, has joined the station as program producer. He has done video shows for Nash-Kelvinator, Knox Hats and Du Mont, and has headed the television department of Geyer, Newell and Ganger agency, New York, and the motion picture television staff of Young and Rubicam. For the past year he has had his own company and has produced films for television and the movies.

The station, emphasizing the heavy stress it will give sporting events, also has taken on Chris Wood Jr., well known turf announcer, who will telecast the races daily from Garden State Park, N. J., and the Chester County (Pa.) horse show.

Walley Sheldon, freelance mystery writer who before the war was assistant program director at WCAU Philadelphia, also has been employed to handle news for the station. He is a former Army combat correspondent.

Dedicatory Broadcast

The station will go on the air at 2:30 p.m. with a special dedicatory program. Fifteen minutes later its cameras will be trained on the Eagles-Bears football game at Franklin Field. That evening at 7:30 it will show films of the Soap Box Derby finals and at 8 will offer the first *Philadelphia Inquirer* television news.

Next morning (Sunday) at 10:30, it will present a half-hour children's program called *Reading the Comics*. Half an hour later another children's program will be headed by Jack Steck, who will emcee a talent show. Sunday evening from 7 to 8, the station by special RCA television relay link, will bring the ABC Fashion Show and Carnival from Brighton Pool, Atlantic City, an NAB convention event, to Philadelphia video viewers.

The station's horse-race features will start next Monday from Garden State Park. The next day WFIL-TV will telecast the Mummers' Frolic from Philadelphia's Municipal Stadium.

Michaels Promoted

BILL MICHAELS, associated with KABC San Antonio, Tex. for the past seven years, has been named station manager, succeeding Charles W. Balthrope, who resigned recently. Mr. Michaels position prior to this appointment was assistant manager. He has also been connected with the news, merchandising and commercial sales departments.

WRAY D. KENNEDY, former assistant account executive at J. Walter Thompson Co., New York, has joined A. W. Lewin, New York, as an account executive.

WLBR *HAS MORE LISTENERS IN THE LEBANON AREA THAN ALL OTHER STATIONS COMBINED*

• ROBERT S. CONLAN SURVEY •

Stations	Morning	Afternoon	Evening	Entire Survey
WLBR	56.0%	46.2%	56.6%	50.5%
B	9.5	10.0	9.8	9.8
C	10.6	8.7	4.9	9.0
D	6.7	9.8	7.4	8.6
E	7.4	7.5	12.3	7.9
F	2.6	7.5	4.1	5.5
Others	7.2	10.3	4.9	8.7

W L B R

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager

Radio Advertising Co., National Representatives

KFMB *sells* **SAN DIEGO**

Buying - power for your product! San Diego leads all U. S. cities for the sixteenth time * in two years in per capita retail sales and services. Reach California's 3rd great market from "within" with KFMB.

* June, 1947

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

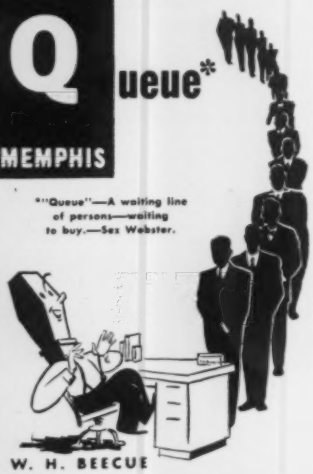
SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS

Represented by BRANHAM CO.

WHBQ Has as a Buyers' Queue*

MEMPHIS



*"Queue"—A waiting line of persons—waiting to buy.—See Webster.

W. H. BEECUE

Buying statistics prove that WHBQ listeners spend incomes to buy things they want. Tell them here about your product and its benefits and watch sales zoom.

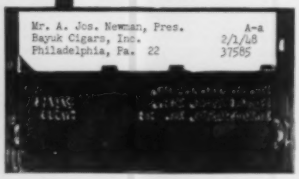
● WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

Represented by
RAMBEAU
New York • Chicago • Hollywood

Tell your story to
TOP MANAGEMENT
where it really counts

12 . . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of *Marketing.*

Men like this SALES MANAGEMENT subscriber:



You can reach thousands of these top men in
Sales MANAGEMENT
New York • Chicago • Santa Barbara

Two Fulltime, 4 Daytime AM Outlets Authorized by FCC

TWO FULLTIME standard stations and four daytime only outlets were authorized last week by FCC. In addition, KPSC Phoenix, Ariz., was granted a change of facilities from 250 w on 1450 to 5 kw on 1270 kc, directional night.

Lamar A. Newcomb, Washington consulting radio engineer, received grant of new 250-w daytime outlet on 1220 kc at Falls Church, Va.

Among principals of Southland Broadcasting Corp., recipient of a daytime grant of 250 w on 1580 kc at Fort Lauderdale, Fla., is Robert Wadson, vice president and 25% owner of WLOW Norfolk, Va. Mr. Wadson is one-quarter owner and secretary of Southland.

Another grantee, Mason City Broadcasting Co., which received 1490 kc, 250 w fulltime assignment at Mason City, Iowa, includes partners identified with ownership of KATE Albert Lea, Minn.

The new authorizations:

Fort Lauderdale, Fla. — Southland Broadcasting Corp., 1580 kc, 250 w, daytime. Principals: Joseph W. Yates, operator Yates Funeral Home, Fort Pierce, Fla., president; Claude C. Tillman Jr. and Ollie H. Tillman, each 16½% owner Padrick's Tourist Cottages, Fort Pierce, vice president and treasurer, respectively; and Robert Wadson, vice president and 25% owner WLOW Norfolk, Va., secretary. Each holds 25% interest.

Hamilton, Tex. — Clyde Weatherby, trading as Hamilton Broadcasting Co., 900 kc, 250 w, daytime. Mr. Weatherby has been a Ford dealer for 18 years.

El Dorado, Kan.—Tom Potter, trading as El Dorado Broadcasting Co., 1360 kc, 1 kw, daytme. Mr. Potter is a Dallas oil producer.

Falls Church, Va.—Lamar A. Newcomb, 1220 kc, 250 w, daytime. Mr. Newcomb has been a radio engineer for 20 years; served in field for old Federal Radio Commission and FCC until 1944 when he entered Navy service.

Austin, Minn.—Cedar Valley Broadcasting Co., 1480 kc, 1 kw, unlimited, directional. Principals: Harry M. Smith and Albert W. Smith, partners operating Smith Shoe Co., president and secretary-treasurer, respectively, and each 25% owner; George Wilson, majority stockholder and secretary-treasurer, Austin Coca-Cola Bottling Co., vice president 12½%; Martin Bustad, in road grading, limestone crushing and concrete and pipe manufacturing businesses, 12½%; Chester Weseman, interested in building contractor and real estate firms, 12½% and Harold O. Westly, automotive business, 12½%.

Mason City, Iowa—Mason City Broadcasting Co., 1490 kc, 250 w, unlimited. Partnership: Four brothers, Louis J. George, Abbot E. and William Robert Wolf, in retail furniture, jewelry and clothing business for many years, and Albert Lea, in real estate business. Messrs. Lea and J. George and William Robert Wolf all have interest in KATE Albert Lea, Minn.

The Hamilton, El Dorado and Falls Church grants involve engineering conditions while the Austin and Mason City authorizations include other conditions.

The Austin and Mason City requests had been designated for hearing on adjacent channel interference questions but Cedar Valley subsequently revised its antenna design and the adjacent channel problems were resolved.

Crash Into WAIT Tower Believed Pilots' Error

CHICAGO office of the CAA indicated last week that it would conduct a routine investigation of the plane crash near Elmhurst, Ill., Aug. 30 which sheared off the three top sections of WAIT Chicago's radio tower and took the lives of two youths.

CAA stated that since it was probably an error in navigation on part of the two aviators nothing would be done beyond a routine report for files.

The 420-foot tower is located about 1500 feet from Elmhurst airport at which the youths were attempting to land. According to E. J. Gausden, Illinois Dept. of Aeronautics Inspector, they were making the turn to land when the left wing hit the tower. Plane struck about 70 feet from the top of the tower and plunged to the ground about 500 feet away. Minimum flying level there is 500 feet.

Edward Jacker, station's chief engineer, and Howard Zile, another engineer, reported that transmitter readings vibrated at time of crash, though they were unaware of what had happened. They said they reduced the transmitting power about 72-77% of 5000 watts to save burning out condensers. Tip end of self-supporting Truscon tower, toppling from force of crash, was secured to the base by the engineers.

SAFETY FIRST
CAB Chief Urges Broadcasters To Paint Radio Towers

BROADCASTERS were urged to inspect their radio towers, particularly those near airports, for repainting wherever needed, in a special warning made by H. V. Shebat, chief of the 3rd Regional Safety Bureau of CAB, Chicago.

Mr. Shebat cited the collision of a private airplane which rammed the tower of WAIT Chicago a short time ago. While pointing out that WAIT's tower itself was satisfactory from a safety viewpoint, Mr. Shebat said in flights around the country that he observed many towers which were barely visible even during clear weather because of dirt and rust which blended into the background. He said during coming autumn months this condition was increasingly dangerous.

"A fresh coat of paint can prevent many such accidents," Mr. Shebat said and also called on broadcasters to supply information they might have on better safety measures for radio towers.

KELLY NASON Inc., New York, advertising agency, has announced a change of telephone number in its New York office to Murray Hill 8-3300 effective Sept. 8.

TELEVISION COVERAGE of the Rio de Janiero conference was provided by NBC, along with network's usual news coverage. Harry Walsh, NBC television cameraman (r), and Bjorn Bjornson, network's correspondent assigned to Rio, are shown as they prepared to take off in plane carrying radio and press representatives to South America. Films taken by Mr. Walsh were flown to New York, edited and presented on NBC television network.

Reed Is Appointed Field Sales Manager by RCA

P. B. REED, former Washington, D. C. representative for the RCA Engineering Products Dept., has been appointed field sales manager in the East Central region for the department, with headquarters in Cleveland.

Mr. Reed joined RCA in 1930 as a field service engineer on photophone motion picture sound reproducing equimpent. In 1937, he was appointed district sales engineer for the Southeast region. During the war he was a member of RCA's field engineering group and was closely associated with the Bureau of Ships, acting as liaison between RCA and the Navy Department.

SEEKING A PROGRAM DIRECTOR? Would you like to commit all your programming detail to a conscientious person with experience that matches the 26 years of commercial radio's history? Would you like to dispose of all the detail and miscellany that must be handled to insure listener-loyalty? That includes overseeing production, performance, timing, traffic, logging, script, effects, props, commercials, auditions, remotes, special events, network cuing, FCC reports, advertiser-affidavits, correspondence and—yes—even a turn at the mike once in awhile. If you are searching for such a person, I feel completely qualified, but I don't want your job. I work for WTCN, the swellest station in the nation. And I intend to stay here!

(SIGNED) Judy Bryson, Program Director, WTCN-ABC, Minneapolis-St. Paul

Video Makes Debut as Vote Getter

Radio Big Factor in '48; Major Political Parties Plan Air Battle

AMERICAN VOTERS will have ringside seats all during the 1948 election contest—a year during which radio and television will be exploited by both political parties to history-making proportions.

The communications industry will probably remember 1948 as the first year in which television actually became a political factor. The GOP picked its convention site—Philadelphia—because of its vital position astride the coaxial cable [BROADCASTING, April 28] and the Democrats are seriously considering the same city for their meeting.

Radio is a comparative newcomer to the political arena but in relatively few years it has made a tremendous impact and is being looked to as a means of getting a record-making number of voters to the polls next year.

Philadelphia Choice

The GOP choice of Philadelphia as a convention city showed exceptional political shrewdness. The middle-Atlantic city is almost literally "visible" to 13 Eastern states controlling 163 electoral votes and including a population of 35 to 40 million persons. It is the cynosure of so many eyes only because it is in the midst of a television network that makes a show accessible to this area.

GOP Radio Director Ed Ingle says: "It's obvious to us that this is the biggest radio convention in history and we're going to use radio and television to the utmost." He told BROADCASTING that Republicans are not going to wait until 1948 to start their radio campaign. The more than 100 Congressmen and Senators who have been feeding programs to their home town stations as public service features are going to continue to use radio, even while Congress is in recess, to keep their names familiar to constituents.

The million-and-a-half dollars spent by each political party for last year's Congressional elections will be dwarfed by next year's appropriations, it was learned. Neither party has yet made definitive plans for exact expenditures, but it was a foregone conclusion that much more would be spent for a Presidential election than for a Congressional contest.

Unions on Air

Joining the airwaves fray will be labor unions and other minority groups, all of which have had considerable experience "talking" to the grass roots via medium wave. There is no reliable estimate on overall time purchases or free time which will be devoted to electioneering, but the average American will not have to leave his hearthside to know what the two parties are doing or promising to do.

Although television was first used to cover a convention in 1940 when the Republicans selected Wendell Willkie as their candidate, its use then was too limited to have any real effect. It will be different in 1948 when sets in use will be measured in the hundreds of millions.

The Democrats are well aware of this factor, and although their choice of a convention city has not yet been made—and when made may not include Philadelphia—video will effect the decision. By the time the convention opens other cities may well offer coaxial cable facilities approaching the efficiency of Philadelphia.

The Democrats may locate in Chicago, Baltimore, New York, San Francisco, St. Louis, or Los Angeles and still get coverage comparable with that provided by Philadelphia. In addition to spot telecasting the convention can be photographed and the films flown to any video station in the nation.

Although the Republicans have probably spent more money and time on radio to date, the Democrats must be credited with the first big radio blow in the 1948 fight. They also get credit for the first political radio innovation.

On September 2 the Democratic National Committee staged the first nationwide political meeting in radio history. Aided by ABC prominent Democrats took to the microphones in studios scattered across the entire country to deliver a report to the "grass roots."

The half-hour evening program was, in effect, a bid to recapture the great listening audience the late Franklin Delano Roosevelt commanded for so long with his fireside chats.

ABC Time

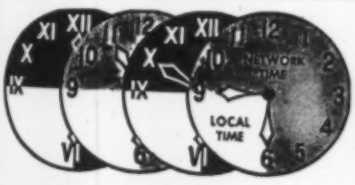
ABC gave the time free—the only cost to the Democrats was for line charges. Top Democratic talent was utilized—each speaker being cut in from his own territory, with the four corners of the nation represented.

Jack Redding, of the National Committee radio staff, told BROADCASTING it was impossible to estimate the number of organized listening parties although he did say that 3,046 county meetings were planned with 8,800 precincts in Ohio alone organized for group listening.

The one thing about radio that has political bosses of both parties worried is that the effects of a broadcast are hard to measure until after the vote. The Republicans, therefore, are not sure whether or not they will answer the Democrat's latest challenge with a radio innovation of their own. They would like to get some idea first how effective this grass roots radio probing is.

But they are all certain that radio and television are political weapons such as no political party has ever before enjoyed. Radio's own campaign for a radio in every room is a potential political boom since each listener is a potential voter in a sense that newspaper readers are not.

LESTER "L" WOLFF, Inc., New York, formerly located at 11 West 42 St., has moved into larger quarters at 14 East 39th St., New York.



EST CST MST PST

LET'S HAVE UNIFORM LOCAL TIME all year 'round

Why switch local shows for time change? Let's allocate the 1st, 2nd and 4th quarter hour of every hour to the network. The 3rd quarter hour belongs to the affiliate. Then, no matter what changes are made in network time, local shows remain constant. Network programs flow around your time. And, regardless of time zone, you can assure local accounts their favorite spot the year 'round. Let's try it!

The ART MOSBY STATIONS
CBS KGVO KANA • KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW
5 KW DAY • 1 KW NITE
(DEC. 1, 1947)
MISSOULA MONTANA

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW
"BOSTON BLACKIE"
Radio's greatest point-per-dollar buy!
20.7

IN YOUNGSTOWN
C. E. Hooper October-February, 1946-47
Consistently Beats All Competition on Stations From Coast-to-Coast!
WRITE
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
Hollywood
New York • Chicago

WNAX
YANKTON - SIOUX CITY
OUR 25 YEARS DEVOTED TO WINNING LOYAL LISTENERS
PLUS
CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX
Member of Mid-States Group Represented by THE KATZ AGENCY

CBS
STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative
KTUL TULSA KOMA OKLA. CITY

INVEST YOUR AD DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS
OF
SALES POWER
★ ★ ★

Pleasing the 'Minority' Doesn't Pay

Writer Believes That Radio Belongs to Buying 'Common Horde'

By HOWARD M. PAUL
Asst. Continuity Director, WLS Chicago

WHO'S DOING all the griping about radio programs? College professors? Yes. Congressmen? Yes. Newspaper columnists? Yes. In short the (at least self-styled) "cultured groups." Is "Mr. Average Listener" complaining? If he is, I haven't heard it. And the cash register hasn't registered it. Yet Hooper must prefer the common people, he phones so many of 'em.

Too Much Ducking?

I wonder if maybe we in the trade aren't a trifle too concerned with ducking the "bean balls" being hurled at us by the culture-conscious minor leaguers of the radio audience and thus sacrificing our opportunity to make a further hit with that remaining portion which shows up so prominently in the rating box score.

If we were to bow to the recommendations of that minority group industriously haranguing against soap operas, quiz programs, give-aways, etc., couldn't it well be at the expense of losing the listeners who really count—the less-discriminating, product-purchasing masses?

When I write for radio—as I sometimes do—I'm not slanting it at my relatively few but loudly yammering fraternity brothers. I'm writing for "Bud Schimmelfennig," let's call him, who used to play third base on our sandlot baseball team up in Milwaukee. Bud works in a factory now, and he's typical of the millions of other factory workers who find in radio their principal source of entertainment. He and his family may erroneously believe the *University of Chicago Round Table* to be some sort of a high-brow cafeteria, but they can't afford to eat out, so they sup on the simple stuff Mrs. S. buys after hearing it advertised on *Breakfast in Hasenpfeffer's Basement*—a program which curdles my own stomach to ulcers.

'Boy Wonder'

One of the most popular "femail" pullers here in the Midwest is an m.c., who more than a decade ago quit high school along about his junior year to take an announcing job in radio. He was then known as the "Boy Wonder." Today he's netting perhaps 10 times as much as the average cultured character. And now the big "wonder" among myself and my critical contemporaries is how he does it. The answer could be that because he was never exposed to culture-encrusted debating societies and mentally muscle-bound discussion groups he never lost the common touch. And, believe me, at his audience participations the "touch" is very common. If that's what keeps them trotting down to the grocer's for "the special economy-size Blubber-Boy recommends"—he ain't the guy who's out of step!

Most would be radio reformers hate quiz and other give-away programs. I hate them, too (which makes me a hypocrite, because I'm always trying to think up new ones). Mr. and Mrs. Glutz, representing that "common horde" which comprises about 99.44% of the radio audience, love 'em. Could it be that we hate them and they love them for the same reason—the fabulous prizes awarded? To be perfectly honest, just betwixt us girls, don't we "cultured folk" subconsciously resent the fact that only the uninhibited, the unaffected knave has the guts to put his knowledge, or lack of it, to the test before a million hecklers.

Ask the Ph.D. who's laboring over a treatise on "What's Wrong With Radio" if he'd be willing to match wits against Joe Common, the steel-worker, on one of those zany consequence programs. You might ask him, too, if he's the type of person who takes great pride in boasting, "I loathe commercials so much that I go out of my way to purchase goods I never hear advertised on the radio." The average listener is savvy enough to appreciate the fact that they're never heard advertised mainly because they're so inferior that they've never earned enough money for their producer to justify radio expenditure.

Personally, I've never been able to work out an answer to questions like, "Why do morning listeners prefer soap operas to Fred Waring?" But, if the ladies choose *Melinda's Maddening Maidenhood* over Waring, who are we to get grey at the temples so long as they buy "Sudzie's Flakie Lather Batter"? Radio wouldn't be the billion dollar industry it is if it had to depend one Hooper-point on the "cultured groups." Radio is supported by and aimed at the masses, not the discrimintaing classes. As long as the "common touch" is the Golden Touch, why not let the average listener's taste continue to set the programming pace?

HOWARD PAUL is tired of the gripes about radio he has heard from the "cultured minority." Here is his answer—it's the "middle class majority" who don't gripe and who buy the sponsors products. Once continuity and publicity writer for WTMJ Milwaukee he is a Navy veteran, and was, prior to the war, assistant radio director of BBDO, Chicago. He is now at WLS.

Course on Copyright Law Touches on Broadcasting

BROADCASTING and television are among topics to be included in a course on the law of literary property and copyright to be conducted this fall by the Practising Law Institute, New York, in cooperation with the Committee on Copyright of the Assn. of the Bar of the City of New York. Lectures will be given on 12 successive Thursday evenings beginning Oct. 6 at the association's building, 43 W. 43rd St., New York.

List of lecturers includes three men well known in the radio and advertising fields—Robert J. Burton, head of the legal department of Broadcast Music Inc., Joseph A. McDonald, general attorney and vice president of ABC, and Isaac Watlington Digges, counsel to the Assn. of National Advertisers.

Inspect FCC

C. B. FANNING, director general of Post and Telegraph and chairman of the Australian delegation to the Atlantic City International Telecommunications Conference, and R. W. McCay, chief engineer of the Postmaster General of Australia, were guests of the FCC early last week at its Washington headquarters offices.

Upcoming

Sept. 8: AFM International Board and Network Executives, Blackstone Hotel, Chicago.
Sept. 9: RMA Adv. Committee, Roosevelt Hotel, New York.
Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: NBC Affiliates Convention, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: FMA Convention, Roosevelt Hotel, New York.
Sept. 12-13: MBS Board of Directors quarterly meeting, Atlantic City, N. J.
Sept. 14: BROADCASTING Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.
Sept. 15-18: NAB 25th annual convention, Convention Hall, Atlantic City, N. J.
Sept. 17: Council on Radio Journalism, Atlantic City.
Sept. 17-19: CBC Board of Governors meeting, Hotel Palliser, Calgary, Alta.
Sept. 18-20: Affiliated Advertising Agencies Network annual meeting, Hotel Schenley, Pittsburgh, Pa.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 6-9: Financial Advertisers Assn. Convention, New York.
Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.
Oct. 14: Clear Channel Hearing, FCC Hdqrs., Washington, D. C.
Oct. 17-18: Kentucky Broadcasters Assn. fall meeting, Irvin Cobb Hotel, Paducah, Ky.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 27-29: School Broadcast Conference, Hotel Continental, Chicago.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

ACA Gets Contracts With 13 Stations

Provide Increases Which Reach New Highs in Industry

SIGNING of renewal agreements and new contracts with 13 stations in New York City; Buffalo, N. Y.; Wilkes-Barre, Pa.; Norristown, Pa., and Scranton, Pa., was announced last week by William Lamey, vice president of the Broadcast Dept. of the American Communications Assn., CIO. All contracts were signed in the two-week period immediately preceding Aug. 22 and provided for increases which reach new highs in the broadcast industry, the union reported.

In New York City agreements were reached with WHOM, WNEW, WHN and WBNX and with the Muzak Transmission Corp. All the contracts provide for the closed shop and have night differentials written into them.

For WHOM, a single rate of $110 per week for technicians was established by ACA, with new employes starting at $80 and advancing to the $110 rate at the end of six months.

At WNEW a rate range of $62.50 to $125 per week for technicians was achieved. Supervisors will receive $145 per week under the new ACA contract.

At WHN the new rate range for technicians is $70 to $125 a week in a four-year progression. Supervisors get $140 a week.

At WBNX the rate range is from $75 to $102.50 for announcers and technicians in a three-year progression.

At Muzak, monitor operators received a $3 per week increase and control operators won $4 under the new agreement.

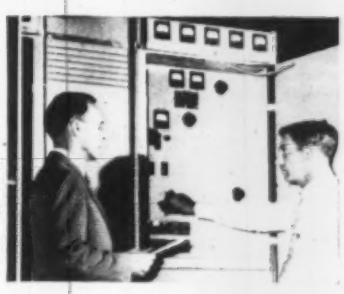
WILK Wilkes-Barre, Pa., a new station and an ABC affiliate, signed an agreement providing for a rate range from $42 to $78 per week, along with other standard ACA contract provisions.

WNAR Norristown, Pa., signed an agreement bringing increases of from $2.50 to $15 per week retroactive to April 1, 1947. New range is from $50 to $75 per week, with a system of commercial fees for announcers provided.

Stations WBEN WEBR WGR and WKBW Buffalo signed agreements bringing a $5 a week across-the-board raise establishing a rate range of $55 to $90 per week in a four-year progression, $95 for assistant supervisors and $105 for supervisors. WBYN Buffalo signed a renewal and promised a wage rise at an early date.

IRE Capital Meeting

CHARLES F. WHITE, of the Naval Research Laboratory in the nation's capital, will address the Washington, D. C., section of the Institute of Radio Engineers on The Versatile R-C Parallel-T" tonight (Monday) at 8 o'clock in the Potomac Electric Power Co. auditorium.



WITH SHIPMENT of this 3-kw transmitter to the Northwest Broadcasting Co., Fargo, N. D., General Electric believes it has set a new production record for transmitter manufacturers in the FM field. The transmitter, 150th one produced by GE, before being packed gets a final going-over by W. R. David (1), sales manager of broadcast equipment for the Transmitter Division of GE, and Ross Lash, engineer in charge of FM transmitter design for the division.

PCA Protests Cancelling Of Lerner Commentaries

THE PROGRESSIVE Citizens of America last week protested the cancellation of Max Lerner's news commentaries on WOR New York and announced its intention to fight "where it will hurt biased broadcasters the most, at the FCC hearings concerning broadcast license renewals."

Mr. Lerner was dropped, according to a WOR spokesman, because of the rescheduling of the Mutual Gabriel Heatter program in Mr. Lerner's time. "In accordance with our policy of presenting varying points of view on the news," said the spokesman, "we will continue to provide a variety of commentators of different shades of opinion."

The PCA's New York state radio division protested that "another liberal commentator" had been dropped and said it was "assembling evidence why the FCC should not renew broadcast licenses of those stations and networks who cannot find space for two sides of public questions."

P & G Options

PROCTER & Gamble Co., Cincinnati, for an unidentified product, has taken exclusive option on five weekly quarter hours of *The Road to Gold* packaged by Ken Krippene. Marvin Miller serves as narrator-actor. Gilbert A. Ralston, soap firm's head of nighttime radio, effected deal.

Vroman to KITO

MAURY A. VROMAN, formerly general manager of KFXM San Bernardino, in similar capacity has joined KITO, new 1,000-w station on 1290 kc, that city, scheduled to go on air in mid-November as an ABC affiliate.

WAGE BOOST PROPOSED FOR MUSICIANS IN D. C.

AFM Washington local last week sent out a notice to all Washington stations advising of a wage increase, effective Oct. 1, for all single engagement musicians employed by the stations. In the new wages, the 15-minute scale is eliminated, thus making the 30-minute scale a 60% increase over the old 15-minute rate.

Most musical performers and orchestra members who are not on the station's staff, are now employed on a single engagement basis, whether they play daily, weekly, or make one-time appearances.

Station managers will hold separate meetings with AFM Washington officials this week to discuss the proposed increase.

According to Paul Schwartz, head of the AFM Washington local, negotiations will start next week with station officials regarding a general wage increase for all staff musicians.

WTVL's Service

"ONE LITTLE realizes how many people are reached by your broadcasts," stated Dr. Frederick T. Hill, medical director of Thayer Hospital, Waterville, Me., in a recent letter to WTVL that city, expressing the thanks of the hospital for the assistance rendered by WTVL in obtaining blood donors for a critically-ill infant. The station received a report that a week-old infant was dying because his blood was "out of phase" with that of his mother, and that he would require daily transfusions of blood type O negative factor RH. Four special one-minute announcements were aired on the station in the hour following the report. Within an hour, 28 responses by phone had been received and 25 persons had gone to the hospital in person offering blood for typing. This made it possible to supply the needed blood to the infant for several weeks. He is now believed to be out of danger, thanks to WTVL and loyal listeners.

WPTF Music Contest

SECOND ANNUAL "Stars of Tomorrow" music contest will be started next month by WPTF Raleigh, N. C. Auditions are being held now and all those who qualify for competition will be assigned two 15-minute broadcasts in the "Stars of Tomorrow" series. Winner will receive a $500 music scholarship to the school of his or her choice.

Fall Meeting Scheduled

FALL MEETING of the Kentucky Broadcasters Assn. will be held Oct. 17-18 at the Irvin Cobb Hotel in Paducah, Ky. The Lackey Brothers will be hosts.

Hon. Nat Strom
Buchanan & Co.
New York City
Dear Nat:

I'm off to the movies . . . just got to see "Dear Ruth." Ever since that theater ran them 6 spots advertising that movie, hundreds and hundreds of post cards have been pourin' into WCHS . . . seems a radio - phonograph was offered to the person who could write "Dear Ruth" on a post card the most times. It kind of keeps the mailman busy runnin' between here and the post office. Yes Sir, only 6 spots. Gosh, I'd hate to be that mailman if they'd a run a dozen spots on WCHS!

Yrs.
Algy

WCHS

Charleston, W. Va.

DOES THE JOB *Alone*

WOW

OMAHA

NBC* 590 5000 WATTS

*AFFILIATE

WRITE, WIRE or PHONE JOHN J. GILLIN

JOHN BLAIR & CO., Representatives

TV Relay

(Continued from page 15)

while the Pittsburgh-Chicago jump is approaching construction stage.

With the co-op investment not favored, another form of joint venture with the *Bulletin* is expected to be followed to put the New York-Philadelphia circuit into video operation, the Washington representative explained. Such a joint venture might be the installing of the necessary equipment by Western Union to adapt its facilities, as suggested by the Commission, and assumption of TV program operating and maintenance costs by WPEN-TV.

FCC would support the project through appropriate tariff and to this Western Union seems now inclined to agree but finds it hard to safely compute a figure which would bear the unpredictable fluctuations of such development. It was indicated however by the Western Union spokesman that his firm would invite consideration of further cooperation in the project development as that offered by the *Bulletin*.

Upon FCC approval it is expected to require at least six months before the New York-Philadelphia circuit would be ready and unpredicted additional time before extensions were effected. The Western Union system employs microwave relays in the 3,000-4,000 mc band with towers spaced 30-60 miles apart.

Preview of the company's project had been aired Aug. 28-29 in Chicago at a meeting of executives of newspaper-owned television stations [BROADCASTING, Sept. 1].

FCC's letter in reply to the Western Union presentation stated:

This is in reference to your letter of August 26, 1947, outlining a proposal to establish an experimental microwave radio relay circuit between the CBS television station in New York, N. Y., and the television station of the Philadelphia Evening Bulletin in Philadelphia, Pa., for the transmission of television programs.

The Commission looks with favor upon the establishment of such a service. However, since the proposed experimentation and service would be in actuality that of Western Union, the Commission does not find acceptable the plan of procedure outlined in your letter.

Instead, it is suggested that Western Union alone file appropriate applications to construct the necessary radio facilities as experimental Class II stations and that, in connection with such applications, you request a waiver of Section 5.14(e) of the Commission's Rules and Regulations. The Commission would be disposed to look with favor upon such applications, when in proper form, and to permit you to render commercial service over such facilities as soon as construction thereof has been completed. The rendition of such commercial service would, of course, be subject to your filing with this Commission an appropriate effective tariff. Such tariff could provide charges for the service reasonably commensurate with the capital and developmental expenses relating to the project.

PLAN FOR PACKAGE sales of time on three stations owned by G. A. (Dick) Richards—WJR Detroit, WGAR Cleveland and KMPC Hollywood—was discussed at meeting of executives of the stations in Detroit last week. With Mr. Richards (seated, center) at meeting were (l to r): Carl George, assistant general manager, WGAR; Harry Wismer, assistant to Mr. Richards; William Alfs, legal counsel; John F. Patt, vice president and general manager, WGAR, and P. M. Thomas, secretary of WJR and WGAR.

Three Neighbors

WITH representation of WLW Cincinnati on the West Coast, the firm of Keenan & Eickelberg now represents in that region the three clear-channel neighbors from 700 to 720 kc—WLW on 700, WOR New York on 710 and WGN Chicago on 720. The three stations were original members of MBS when it was created a decade ago. The firm does not represent WINS New York as incorrectly stated in the Sept. 1 BROADCASTING.

Rathbun Named

JACK RATHBUN was appointed named stations director of the Arkansas Airwaves Co., last week with headquarters in Little Rock, Ark. He resigned his position as general manager and sales manager of WCOA and WCOA-FM Pensacola, Fla., to take the new post. He will direct activities of KXLR, Little Rock; KHOZ, Harrison; KWEM West Memphis and the new KWAK, Stuttgart, slated to go on the air in November.

Network FM Duplication Fate May Hinge on Today's Parley

POSSIBILITY of duplication of network music on FM affiliates hinges on action by James C. Petrillo, AFM president, following meeting with network executives Monday (Sept. 8) at the Blackstone Hotel, Chicago. Networks were granted an audience before AFM's international board when they appealed from the Aug. 21 Petrillo decision banning FM duplication [BROADCASTING, Sept. 1].

Talk is heard of reconsideration by AFM in view of the fact that Mr. Petrillo failed to live up to inferences given Rep. Carroll D. Kearns (R-Pa.), chairman of the House special subcommittee. Rep. Kearns is due back from the Coast where he has held hearings on broadcast and movie aspects of musician employment.

At a conference in Chicago with Rep. Kearns Mr. Petrillo is said to have shown a conciliatory attitude toward FM duplication but his decision did not conform. The Kearns subcommittee is expected to convene later this month, with the AFM head tentatively scheduled for another grilling.

The Dept. of Justice is expected to watch results of the Chicago Petrillo-network conference Monday. Though no word could be obtained of Department attitude, it is thought the chance of action against any of the parties involved in music duplication—AFM, networks and FM Assn.—is slight at this time. Networks explained that their contracts do not mention FM and that they had an understanding with AFM at the time of negotiations last winter that duplicate service was not involved. They explained to the Department that they did not intend to inhibit FM development.

Petrillo Cautious

The AFM president is understood to be using extreme care to avoid violating the Lea or Taft-Hartly Acts and to avoid the charge that he refuses to hear complaints of employers of musicians and music users. The Justice Dept. is believed merely to be studying the whole situation to determine if any law is being violated.

Network and other industry observers were studying new contracts of the AFM Washington local, which provides increased rates. The contracts do not mention FM.

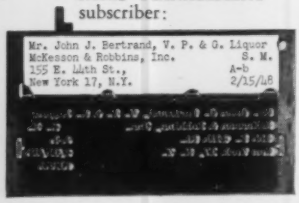
Tell your story to

TOP MANAGEMENT

where it really counts

11 . . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the **Top Management of *Marketing*.**

Men like this SALES MANAGEMENT subscriber:



You can reach thousands of these top men in

Sales MANAGEMENT

New York • Chicago • Santa Barbara

KSFO SAN FRANCISCO

MUSIC MOVES MERCHANDISE

560

Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Universal Radio Sales representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

BMB New Subscribers

BROADCAST MEASUREMENT BUREAU last week announced a total of 224 subscribers under its new 15-point program, an increase of 46 over the previous week. New subscribers, not previously announced are WLAY; KSUN; KTUC; KFPW; KARK; KUCB; KROP; KREO; KPOR - FM; KPRO; KRPO - FM; KRPL; WKRO; WCRA; WBOW; WINN; WPOR; WBRK; WFVS; KFMO; KMBC; KTRC; WGLN; WISE; WHKY; WKBC; WHBC; WKBN; KOIN; WTMA; WOLS; KGNC; KVAL; KRIS; KURV; KROD; KFYO; KCRS; KGKL; KABC; KRGV; KSUB; KSL; WNAM; WHBL; KPOW.

Food Facts Contest

WOMEN BROADCASTERS, food editors, columnists of newspapers and women editors of farm publications are eligible to enter the Grocery Manufacturers of America's new project, titled "Life Line of America Trophies," to be presented during 1948. Three trophies will be given to the winner in each of the three groups and scripts and articles will be judged on the extent to which they have contributed by interpreting the inter-relationships and inter-dependencies of essential processes between food in the field and food on the table. To each of the media which has carried the prize-winning material of the entrants will go a bronze plaque.

Cooper Joins INS

JOHN M. COOPER, former newsman at WBAL Baltimore and onetime NBC war correspondent, has been appointed director of the Radio Department of International News Service, Seymour Berkson, INS general manager, announced last week. Mr. Cooper will have charge of editorial matters connected with INS radio service and his duties will include station relations, development of new business and supervision of special INS radio scripts.

KQW PLAYED HOST to White King Soap executives and the company's sales staff for the San Francisco area Aug. 25, one week prior to initial broadcast of new CBS *Knox Manning News* show, sponsored by White King. Attending informal meeting were (l to r): Bob Temple, vice president of Raymond R. Morgan Co., Los Angeles; Paul McKinney, White King sales promotion manager; Knox Manning, newscaster; Floyd Casey, White King sales supervisor, San Francisco; C. E. Hoffman, firm's district manager, San Francisco; "Merrie" Pratt, CBS account executive.

Oscar Goren

OSCAR GOREN, 39, radio announcer and news commentator in Yiddish on WEVD New York for the past 10 years, died on Sept. 3 at his home, 664 West 163 St., Bronx, from a heart attack after a long illness. Mr. Goren, in addition to his announcing duties, was m.c. for a number of WEVD programs and record shows and also broadcast in English and Italian. He was with WPEN Philadelphia prior to his association with WEVD. Surviving are his wife, Channah Spector Goren, also an announcer at WEVD, his mother, Anna Goren and a brother and three sisters.

WLS Promotion Stunt

TEST CUT-IN PROMOTION campaign will be started on Sept. 15 by Galen Drake on ABC through WLS Chicago. Mr. Drake will request Chicago listeners to submit questions and discussion requests of special topics to WLS. Station will pick the ten best questions with one chosen as winner on Sept. 25. Cut-in from WLS, the winner will ask Mr. Drake the query during regular broadcast. Prizes are wrist watches and a year's supply of sponsor Kellogg's variety package. If successful the promotion campaign will be extended to other cities.

Johnson Joins WNBC

RAYMOND C. JOHNSON, formerly in the night operation of the NBC Announcing Division, has joined WNBC New York as promotion assistant. Mr. Johnson joined NBC in 1942 and became a supervisor in the Guest Relations Department. Prior to that he was a reporter on the Long Branch, N. J. *Daily Record*. He served for four years with the U. S. Army during the war.

ITU Headquarters Move To Geneva Is Approved

INTERNATIONAL Telecommunications (plenipotentiary) Conference, in its sixth plenary session last Thursday, approved the removal of the headquarters of the International Telecommunications Union from Berne to Geneva, Switzerland; agreed that Pakistan, as a former part of India, had automatic admission to the conference; again voted down a motion that the People's Republic of Outer Mongolia be admitted, evoking "most serious objections and indignation" from Alexander Fortushenko, head of the Russian delegation.

ITU also unanimously adopted a draft agreement for setting up relationship between ITU and United Nations which now goes to the UN general assembly for its approval.

Conference Chairman Charles R. Denny assured the delegates they would be able to leave Atlantic City, where meetings on world communications problems have been in session since May 15, by Sept. 28. He said he believed the radio regulations would be signed either Sept. 15 or 16 and the Telecommunications Convention would adjourn between Sept. 22 and 25.

CARL SANDBURG will write script for a special CBS documentary dramatization based on the newly-released Lincoln papers, which is to be broadcast Sun., Sept. 14, 10-10:30 p.m.

They Say...

"ALTHOUGH Dr. Juliu Maniu, head of the Rumanian Peasant party, was arrested . . . weeks ago, the people of Rumania heard about it for the first time the other day through the 'Voice of America.' . . . the 'Voice of America' is not only heard behind the Iron Curtain but . . . it forces the hands of rulers whose power depends on suppression of facts. Further evidence of this is to be found in the increasing shrillness of the voice of Moscow in denouncing the 'false reports' published in the capitalist press."

From New York Times *editorial, "The 'Voice' Is Heard."*

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Republic Music

Castanets and Lace

On Transcriptions: ASSOCIATED—Vic Damone; LANG-WORTH—Lenny Herman; WORLD—Charlie Spivak.

On Records: Sammy Kaye—Victor 20-2345; Bob Houston—MGM (soon to be released).

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5th Major Market"!

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KIDO or JOHN BLAIR

Top Flight
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Experienced all phases of program work.

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Extensive small and medium market experience.

Four years CBS key, NYC.

INTERESTED ONLY IN ESTABLISHED MAJOR MARKET STATION OR AGENCY.

Box 436, BROADCASTING

NEW 250 w STATION

In El Paso, Texas, population over 100,000, needs key personnel, Chief Engineer, Program Director, Sales Manager. Interested only in top-flight people who want a connection with a future, can produce and grow with this station. Write stating full experience, education, references, remuneration expected and photo.

Sunland Broadcasting Co.

Vincent W. McConn, Vice-President

369 First National Bank Building
El Paso, Texas.

COMMERCIAL CONTINUITY & SALES SERVICE. Michigan AM-FM operation wants man in late twenties or early thirties who has handled commercial continuity and sales service for at least three years at the same station. Ambitious announcers need not apply. Send photograph and salary requirements with application.

Box 401, BROADCASTING

BROADCASTERS' PROBLEMS!
We Love 'em!
*** Employment?**
*** Financial?**
*** Brokerage?**
RRR—A
Radio's RELIABLE Resources Service
Direction: Franklin O. Pease
NAB Convention
Ambassador Hotel

SPECIAL EVENTS AND PUBLIC SERVICE DIRECTOR. Michigan AM-FM operation wants man in late twenties or early thirties who has handled special events and public service programs for at least three years at the same station. Ambitious announcers need not apply. Send photograph and salary requirements with application. Box 390, BROADCASTING.

Engineering Director—Capable assuming full technical charge of planning and supervising installation and operation of new Metropolitan FM stations in three midwest cities. Must have installation experience. Good salary. Give experience, education and availabili y for interview.

Box 421, BROADCASTING

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted by news service long subscribed to by New York daily newspapers: Salesman of high standing and wide contacts in radio news program field to introduce our report into New York area radio stations. No publicity counsellors need apply. Box 221, BROADCASTING.

Experienced man who can turn out copy that sells in quantity. Attractive salary to hard worker. Michigan station. Box 270, BROADCASTING.

Commercial manager and chief engineer wanted by one of North Carolina's most progressive stations. Only thoroughly experienced men need apply. Write Box 361, BROADCASTING.

Continuity writer who can handle women's program in small station. Location southwest. Give all details first application. Box 365, BROADCASTING.

Salesman — Drawing account against 15%, established network affiliate, large market, give complete details on experience. Box 373, BROADCASTING.

A prominent Pennsylvania school has an opening on its staff for a competent broadcasting instructor. Applicants need not be experienced teachers, but a thorough understanding of station procedure is required. Applicants will be personally interviewed in Philadelphia. State full information including salary and background in first letter. Box 405, BROADCASTING.

Salary-Commission, to salesmen that sell. RRR Employment Service, Box 413, Philadelphia.

KULA, Honolulu has openings for experienced, licensed engineers, preferably with control room experience and 76-B panel operation. Send full details and photograph first letter.

Wanted—A good, all-round announcer for 5 kw midwest CBS outlet. Salary commensurate with ability. Send all details, including photo and audition disc to WKZO, Kalamazoo, Michigan.

Continuity writer young woman, commercial copy, handle women's program, 250 watt MBS outlet, town 18,000. Experience desirable—not essential—with good background and talent. Opportunity for promising beginner. $130 month. KHBG, Okmulgee, Okla.

Experienced transmitter-studio man for new Class B FM station. Car a necessity. Apartment available for man and wife. Opportunity offered to augment regular salary. Write or wire WPAM, Pottsville, Pennsylvania.

Experienced announcer for 1000 watt Mutual affiliate. Single preferred. Send disc, photo, references to WTOB, Winston-Salem, N. C.

Staff members wanted. Program director, copywriter, announcers. Program director will be selected for demonstrated originality and aggressiveness in building intelligent, lively, local programs. Here is an opportunity to do more than the routine job. Full management and owner cooperation assured. Copywriter must be versatile and capable of preparing better than average material. Announcers with first class licenses preferred, although others will receive full consideration. Pleasant surroundings, excellent working conditions in an entirely new, modernistic building with latest equipment and FM affiliate. Write Radio Station WMNB, North Adams, Mass.

Wanted: Transmitter operator immediately. Wire or call Chief Engineer, WDAD, Indiana, Penna.

General Manager—Successful selling experience and also promotion of public service programs. Interested in starting with new FM station at construction stage. New metropoliton FM station in midwest city. Give education, experience and availability for interview.

Box 422, BROADCASTING

Help Wanted (Cont'd)

Program director with announcing experience in rural station, to have charge of announcers and production of programs. Single man preferred. WJAG, Norfolk, Nebraska.

Wanted—Experienced girl for writing news, continuity, and handling traffic for newly established local station. Capital Broadcastin Co., Lewistown, Montana.

Sales manager wanted — Regional NBC affiliate serving more than 100,000 radio families, leading California market needs capable, experienced man to handle sales and help in overall management. Must have worked with and know eastern advertising agencies and have good contact national field. For personal interview by appointment only with our General Manager who will be in Washington Sept. 9 and 10; Atlantic City, Sept. 12 to 18; New York, Sept. 19 and 20, and Chicago Sept. 22 and 23. Write air mail giving complete information on experience, age, personal photo, salary expected, references and etc. to KCRA, Sacramento, Calif.

Announcer-engineer south Alabama station wants announcer-engineer who can run ad-lib show and do a good job on news. Please write, wire or call Howard C. Gilreath, General Manager, WEBJ, Brewton, Alabama, telephone 558.

Chief engineer for RCA installation and full responsibility 250 watt fulltime Apartments available. WFLB, Box 432, Fayetteville, North Carolina.

Wanted—Announcer-control room operator—excellent opportunity for man with pleasing voice, fine musical ear, and ability to handle commercials, newscasts, and live talent shows with exclusive FM station. Send photo and disc with first letter to WWHG, Hornell, New York.

Sales manager wanted. 250 watt Mutual affiliate in good midwest market. Good guarantee plus commissions. Wonderful opportunity for experienced man. Write Radio Station KFJB, Marshalltown, Iowa.

Announcer—Experienced, mature, able to accept responsibility, preferably married. Familiar with control board. Send disc, photo, particulars to WOOB, Anniston, Alabama.

Announcers attention! Own your own program! One man, 15 minute quiz script show! Terrific mail pull! Easily sponsored! From 1 to 6 times weekly. Nothing to write except local commercials! One year supply of scripts now available! Coverage protected! Morey Sharp Radio Productions, 1756 Broadway, Denver, Colorado.

Salesman wanted, age unimportant, but must have some experience. Straight salary, good opportunity. Contact E. Pournelle, Radio Station WHBQ, Memphis, Tenn.

Good radio man wanted for midwest station. No slide rule expert but must have broadcast experience. Box 445, BROADCASTING.

Wanted — Combination manager, program-director and salesman. Also one first class combination engineer-announcer for new day-time-only station in Tennessee. Must have first class references. Answer Box 441, BROADCASTING.

Wanted—Engineer with first class radio-telephone ticket. Local network Virginia station. Reply Box 447, BROADCASTING.

SALESMAN:

One of the west's most popular network stations in the Rocky Mountain territory desires first class salesman. Must have record and sufficient experience to qualify for excellent connections. Salary and commission with unusual earning capacity.

Apply Box 417, BROADCASTING

Help Wanted (Cont'd)

Announcer wanted by KRGV, Weslaco, Texas, serving semi-tropical, lower Rio Grande Valley for over 20 years. NBC affiliate with FM CP granted and AM application for increase to 5000 watts pending. New studios to be built. Prefer young, single veteran who isn't afraid to work. Salary depends on ability. Send disc, photo and full details.

Salesman—Preferably single man with car for 250 watt network affiliate in eastern town of 22,000. Should have radio sales experience. $50 drawing against 15% commission to start. Box 439, BROADCASTING.

Opportunity for high class, young, aggressive time salesman in new coming field of FM. Send complete details such as age, photo, selling experience, references and salary requirements to WGNB, Tribune Tower, Chicago.

South Carolina MBS affiliate desires good announcer; knowledge sports football play-by-play, etc. Must be single. Good salary. Rush disc, photo and other pertinent data to Box 450, BROADCASTING.

Exceptional opportunity in rapidly expanding organization for topflight announcer with first class ticket who wants to grow with alert, exceptionally program-minded station. Excellent salary for particular qualified man. Air-mail details and audition disc to L. W. Miller, KXOA Sacramento, Calif.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Situations Wanted

Experienced, proven successful general manager available. Top record and references. Over fifteen years in all phases of broadcasting. Will get your station out of the red or put new one in money very fast. Young, family man, sober, dependable. Will arrange interview. Box 213, BROADCASTING.

I'll transform your CP into a station or manage your existing station and make it pay. Radiowise, alert, sober, ambitious. Location unimportant. If you're a grantee or licensee who's finding the going tough, write Box 298, BROADCASTING.

Announcer — Experienced. Newscaster, writer. Knows production and programming. Available two weeks' notice. Box 301, BROADCASTING.

Newsman—Thoroughly experienced, intelligent rewrite — good, capable announcer — mature, sober, conscientious. $75.00 minimum. Presently employed. Box 333, BROADCASTING.

Engineer—1st phone, RCA grad. Available immediately. Will travel. Box 347, BROADCASTING.

Announcer. Thoroughly experienced all types shows. Act, write, build shows. Single, 29. Will travel. Box 348, BROADCASTING.

Selling or administrative position. Presently employed as assistant to regional sales manager of leading ET firm. Have late model car for use in connection with position. Wish salaried position progressively commensurate with ability demonstrated. Available on two weeks' notice. Box 354, BROADCASTING.

NBC producer-writer, thoroughly experienced all phases, 36, single. Seeks position program manager-producer. Go anywhere for good opportunity. Former actor, can handle some announcing and ad-lib interviews. Excellent references. Box 357, BROADCASTING.

News editor. Now wire editor of 5-edition daily newspaper. Formerly announcer on leading record station (Baltimore) and network affiliate. Age 32. Box 358, BROADCASTING.

Thoroughly experienced announcer who understands radio wants job in program directing and selling. Now employed as announcer at leading metropolitan station. 4 years experience. College graduate. Married. Age 31. Hard worker. Farming background. Must make $75. Box 364, BROADCASTING.

FOR SALE

50% interest successful basic network station increasing power to 5000 wa ts this fall. Excellent metropolitan and area markets. Located middlewest. Management goes with stock if desired. Reply BOX 418, BROADCASTING

Situations Wanted (Cont'd)

Chief engineer. Fifteen years experience in broadcast, audio, electronics, electro-acoustics. Know installation, operation, design, research, directional design and allocations. Prefer one to ten kw in midwest, central west, or west coast. Married, age 35. Box 368, BROADCASTING.

AFRS Director of Radio returning to civvies in March, 1948. Desires managerial or PD with sound station. Write Box 369, BROADCASTING.

Manager—Now with station he successfully launched, producing hundred thousand revenue first nine months. Interview, NAB Convention. Box 377, BROADCASTING.

Young woman excellent training continuity, traffic, typing. Actual experience writing and producing radio plays on the air. Box 383, BROADCASTING.

Wanted—Name of station where young lady with ideas and capacity for hard work can do a good job in the continuity and women's program department. Graduate of established radio college. Box 404, BROADCASTING.

Engineer. First phone. Diligent, reliable, willing to travel. Experienced on xmtr and console work. Announcing potentialities. Box 406, BROADCASTING.

Announcer—Vet, 25, married. College background. Graduate Radio School of Technique, Chicago. Ambitious, sober, not afraid of hard work to prove worth to employer. Disc and photo available. Travel anywhere. Box 407, BROADCASTING.

Chief engineer available—Completely experienced in all phases of transmitter studio operation and directional systems. Complete installation experience up to 50,000 watts. 33 years, college graduate, veteran, married. Write Box 408, BROADCASTING.

Producer-director. Dramatic or musical shows. Complete handling of spots and jingles. Salary $15,000. Box 409, BROADCASTING.

Announcer. Ambitious, reliable, conscientious, single. Not a floater. Commercials, news, turntable experience. Grad leading NY announcing school. Disc, photo. Box 410, BROADCASTING.

For the one man in ten it's the man who can announce, act, news-cast, disc-jock, and other phases of radio work. Single, 29, will travel anywhere. Box 411, BROADCASTING.

Announcer and newscaster, 23, single, unusually pleasing voice. Versatile. At present employed with CBS affiliate. Desire permanent position with midwest location. Disc and photo on request. Box 412, BROADCASTING.

Announcer, sports play-by-play. Limited experience. Single, vet. Travel anywhere. Box 413, BROADCASTING.

Engineer—1st phone, 2nd telegraph. Ham. Army operator/technician. Box 415, BROADCASTING.

Timebuyer with experience in market analysis in 300 U. S. markets wants change to eastern position. Available interview September. Box 416, BROADCASTING.

Announcer, nine months commercial experience. Large amount sustaining and army work. Good board operator, some writing, special events. Box 425, BROADCASTING.

Ray Hamilton
and
Jim Blackburn
will be at the
SHELBURNE,
ATLANTIC CITY
Sept. 15-18,
NAB Convention

BLACKBURN-HAMILTON CO.
Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn,
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Situations Wanted (Cont'd)

An asset to any staff. Announcer-newsed-program director with varied experience including newscasting, producing, jockeying, announcing acting top shows U. S. and Canada. Experience 50 kw major market. Desire to locate progressive station or agency. 30, college grad, vet RCAF, references. Available two weeks. Disc and photo. Box 419, BROADCASTING.

Farm director—Experienced farm area three years, top references, married, prefer midsouthwest. Box 420, BROADCASTING.

Whether it's a new station or an old one that needs real management, here's a man who can furnish experience and ability to make it pay off. Box 430, BROADCASTING.

Want start as time salesman, small station. Veteran, journalism graduate. Ten years business and government experience in public relations and promotion work. You write starting salary, ticket. Write Box 423, BROADCASTING.

One moment please! Announcer-writer, 23. Steady, conscientious, single. Good voice. Operate turntable. Box 424, BROADCASTING.

Experienced announcer, 33, well-educated, seeks position straight announcing. Box 426, BROADCASTING.

Announcer-beginner. NBC training. Boston University. Box 427, BROADCASTING.

New England stations. Program director, Texas independent, wants return to native New England. Experienced programming, continuity, production, public relations. Box 428, BROADCASTING.

Need station manager—program director? Ten successful years in production, sales and mike work will pay off. Can organize new operation. Presently employed. Married, have family. Box 429, BROADCASTING.

Can you use an intelligent program director and disc jockey? A man worth every cent of real salary that he demands. Knows news and program building. Box 431, BROADCASTING.

Alert! Able! Available! Young, veteran radio writer wants opportunity job with west coast advertising agency. First radio job at 17. Now head of continuity department at popular, money-making station. Try me. Write Box 432, BROADCASTING.

Technician—$30. weekly—New England only. Inexperienced. Box 434, BROADCASTING.

Experienced sports announcer, news background desires California location. Immediately available. Box 433, BROADCASTING.

Announcer—3 years experience, general staff work, news, record shows, etc. Age 26. Married. Excellent references. Box 435, BROADCASTING.

Newsman—10 years beat and assignment reporter, city editor, three midwest metropolitan newspapers. Five years radio; newseditor, program director southern regional. Now clear channel station news editor doing daily newscast-analysis. Capable, ideaful executive; married, family. Box 437, BROADCASTING.

Public relations—Special events man available. Excellent background. Married. Collect wires accepted. Robert Mann, 1305 E. 54th Street, Savannah, Georgia.

Announcer—Vet, single, 23. Conscientious worker. College plus radio school, armed forces experience. Myron Barg, 6973 Sheridan Rd., Chicago, Ill.

Announcer—3 years' experience, veteran, prefer vicinity Chicago. W. Tupper Jones, Starlight Theatre, Pawling, N. Y.

AM, FM, and television engineers, technicians, combination men. All first class. Contact R. E. Hinkel, Central Radio & Television Schools, 1644 Wyandotte Sts., Kansas City, Missouri.

Engineer with valuable experience including, teaching, development and some broadcast, age 34. 3 years of college, can handle responsibilities and people. First class ticket. Write, Clarence Simpson, Prairie Grove, Ark.

Announcer. Two years experience would like position at small station. E. Springer, 3648 Highland Avenue, Berwyn, Illinois.

Operator first class desires transmitter position in any metropolitan area paying $60 minimum. 5 kw experience, reliable, single. Available two weeks notice. Box 440, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, inexperienced but capable, age 26, personable, affable, excellent voice. One year broadcasting school. Available November 1. Travel almost anywhere. Audition disc on request. Sincere inquiries are solicited. Box 442, BROADCASTING.

Experienced announcer, capable in all phases, sports through special events. Just the man you need. Available immediately. Can go anywhere. Box 443, BROADCASTING.

Announcer—Pleasing voice, good references and background, go anywhere. Box 444, BROADCASTING.

Announcer — Young veteran, college graduate, trained in all phases of radio. Willing to travel. Salary open. Will consider on-job training. Sports background. Photo, disc on request. Box 446, BROADCASTING.

Announcer—Vet, 22, single. Trained in all phases at leading Chicago college of radio. Any locality. Permanent. Howard Riedel, 2935 Dawson, Chicago.

Have warm climate? Need girl, BA plus 5 years radio, advertising experience for program, promotion, traffic or continuity? Write Box 448, BROADCASTING.

Television engineer—Experienced, competent. Can save you valuable time breaking in new staff. For full details or interview write Box 449, BROADCASTING.

Chief engineer, 250 watt broadcast, desire change. Prefer chief engineer new AM-FM project in midwest. 25 years radio experience including transmitter engineer 50 kw FM station, and transmitter designing. Box 451, BROADCASTING.

Announcer-salesman, presently employed network affiliate, high rating, seven years experience, desires position Memphis, Tennessee; Jackson or Meridian, Mississippi area. Address Box 452, BROADCASTING.

Program director, seven years experience, announcer with leading stations, single, 27, clean cut. Attended Illinois and two special schools. Interested in new station. Ex-Marine, O.K. You livewire station managers write me. Hard hitting program director. Harry D. Mitchell, 1027 Texas avenue, Danville, Ill.

Engineer, 29, single, first class phone, 6 years broadcast engineer, last 3 years at 5 kilowatt station, radio school graduate, some college radio, prefer New England or New York. Box 453, BROADCASTING.

Network caliber announcer with 50,000 watter desires northeastern station. $75.00 weekly minimum. Disc, photo, finest references. Box 455, BROADCASTING.

Producer-director with top network credits seeks change to agency or station in major market. Box 456, BROADCASTING.

Announcer—Veteran, young with the best radio college experience, willing to work hard for his dollar and experience, married, wish to settle down with a good radio station. Am available on a moments notice! Will travel anywhere in U. S. or Canada. Audition disc and details sent immediately on request. Box 454, BROADCASTING.

For Sale

For sale—Brand new General Radio frequency monitor, never unpacked. 1230 kilocycles. Best offer takes it. Address Box 302, BROADCASTING.

1 kw GE FM transmitter. G.P. 101B—42-50 mc. Complete GE FM station monitor for above transmitter. Box 316, BROADCASTING.

Two GE wire recorders, Model 51, being used daily on air; good condition, 20 spools wire; $250 each or $450 takes both with 6-volt inverter. WSVS, Crewe, Virginia.

U. H. F. signal generator, Federal 804 CS 1 range 8 MC to 330 MC-oscilloscope, Reiner Electronics model 550-A. 5" tube-impedence bridge, General Radio model 650-A-voltmeter. Weston dynomometer model 341, 0-7.5-15 volts with multipliers up to 750 volts-Wheatstone bridge, Leeds-Northrup No. 4760 with 242OD galvonometer-decade boxes, Shallcross No. 832 and No. 833. All instruments are used, but in new condition. Robson-Burgess Co., 5501 S. 36th St., Omaha 11, Nebr.

For sale—New Presto recording equipment models K-Y and 6-N. Immediate delivery from stock. Call or wire Scranton Radio and Television Supply Co., Scranton, Penna.

NATIONAL ACADEMY OF BROADCASTING, INC.
NAOB

STATION MANAGERS!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

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Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing producing.

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Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City..... State.....

CKFI Sale

CKFI Fort Frances, Ont., is understood to be negotiating for sale of the 250-w station by J. M. Reid, present owner, to G. J. McLaren, production manager of station. Sale has not been approved by CBC, will likely come up before next CBC board of governors meeting at Calgary, Sept. 17-19.

NEW FALL show for P. Lorillard Co., New York (Old Golds), replacing its summer show "Rhapsody In Rhythm" Weds., 9:00-9:30 p.m. on CBS will start on Sept. 24. Show will then feature Frank Morgan, Don Ameche, and Frances Langford. Agency is Lennen & Mitchell, New York.

For Sale (Cont'd)

For sale. One Hewlett-Packard 330-B distortion analyzer, one H-P 350-A attenuater set, one H-P 200-C oscillator, for $475. 2 WE 9-A reproducers new, complete $165 ea. 1 Presto 10-A turnatable, new $150. 3 Cinema engineering double jack strips, new, complete for $100. One RCA 84 program amplifier, new, $100. Russell G. Davis 1755 34th Ave., San Francisco 22, Calif.

For immediate sale. One 155 foot, four cornered vertical antenna, complete with lights. Built in twenty-foot welded sections and bolted together. Guyed half way. Price $900 standing. Also for sale, Gates 30-series console good condition and Collins 26-C limiting amplifier good condition. Radio Station WAYX, Waycross, Georgia.

For sale—General Electric wire recorder complete, good working condition. 12 spools wire $250.00. Contact Hal Shade, Manager, KOOS, Coos Bay, Oregon.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Immediate delivery. New Western Electric 5000 watt transmitter (air-cooled 405-B-2). Four complete sets of tubes-emergency power supply (25 kilowatts) automatic voltage regulator. Complete set manufacturer's spare parts. In original manufacturer's cases. New transmitter guarantee. Owner's plans changed. Priced to sell. Box 438, BROADCASTING.

For sale—250 watt Westinghouse transmitter complete with tubes; 190 ft. Lehigh self-supporting tower complete with lights. Best offer take this equipment. David Hogg, 618 Gettle Bldg., Ft. Wayne, Indiana.

Wanted to Buy

General Radio range extension filter type 732-P1, also good remote amplifiers. WFRL, Freeport, Illinois.

Miscellaneous

Coverage maps, antenna measurements, installation, applications. Reasonable rates. Box 403, BROADCASTING.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

CROSLEY DISTRIBUTOR for Eastern New York, Roskin Bros. Inc., has purchased *Favorite Story*, a Frederic W. Ziv show, through Hevenor Advertising Agency Inc., Albany, and first broadcast was scheduled Sept. 2 in Albany-Troy-Schenectady area. Arrangements for series were completed by (l to r): John Sullivan, sales manager, Roskin Bros.; Roy Myers, vice president, John G. Myers Co., Crosley dealer; Frank Lyons, general manager, Roskin Bros.; Bill Schnaudt, account executive, Frederic W. Ziv Co., and Carl A. Lermann, account executive, Hevenor Advertising.

Atlantic City Churches

FOLLOWING churches will be available to persons attending the NAB convention in Atlantic City (Sept. 15-18):

BAPTIST—Chelsea, Atlantic near Morris; First, Pacific near Pennsylvania; CATHOLIC — Holy Spirit, Oriental at New Jersey; St. Nicholas, Pacific at Tennessee; St. Michaels, N. Mississippi; Lady-Star of the Sea, Atlantic at California; CHRISTIAN SCIENCE — First Christ Scientist, S. Brighton; Second Christ Scientist, S. North Carolina; EPISCOPAL—St. James, Pacific at North Carolina; Ascension, Pacific at Kentucky; All Saints, S. Chelsea; FRIENDS — Friend's Meeting, Pacific at South Carolina; GREEK—Greek Orthodox, S. Mt. Vernon; JEWISH — Ateres - Tzvi-Anshe-Svard, Pacific at Missouri; Beth Israel, Pacific near Maryland; Rodef-Sholom, Pacific at Arkansas; Community, Pacific at Maryland; LUTHERAN—St. Andrews, Pacific at Michigan; METHODIST — Christ, Pacific at Belmont; Central, Pacific near South Carolina; First, Atlantic at Connecticut; St. Paul's, Pacific at Ohio; PRESBYTERIAN—Chelsea, S. Chelsea; First, Pacific at Pennsylvania; Olivet, Pacific at Tennessee; Westminster, Vermont at Madison.

The Jewish New Year holidays (Rosh Hashanah) fall on Sept. 15-16 this year. Services will be held at all Jewish Synagogues Sunday evening, Sept. 14, and during the day Monday, Sept. 15. Only those of the Orthodox branch will hold services on Tuesday, Sept. 16.

TELEPHONE service between the U. S. and British Guiana opened for the first time, on Sept. 2, the American Telephone and Telegraph Co. announced last week. Communication was established over a short-wave radio-telephone circuit between Miami and Barbados, in the West Indies, and from there by another radio-telephone circuit to Georgetown, capital of British Guiana.

USING A HELICOPTER to spot highways approaching Chicago where the least traffic congestion was likely to be encountered, NBC's Central Division of Labor Day broadcast the information to returning motorists over WMAQ. Looking over Chicago area map are (l to r): Howdee Meyers, of NBC Central Division News and Special Events Dept., Harry M. Miller, pilot, and Deputy Anthony J. Durso, of Cook County (Chicago) Sheriff's Office. In helicopter is Albert Luke, another pilot.

COL. ROBERT S. ALLEN STARTING NEW SERIES

ROBERT S. ALLEN, radio and newspaper columnist and ex-Army colonel, starts a new radio series the week of Sept. 21. The commentary series will be heard both live and transcribed, produced by E. Hart & Assoc., Washington.

In an unusual arrangement for transcribed programs, the Allen commentaries will be recorded prior to the time the live show is heard on WINX Washington, and possibly WOR New York, in order to give better time distribution to other stations throughout the country which are taking the transcriptions. The programs are to be 15 minutes in length, and available for sponsorship locally or regionally.

Handling the program regionally to date are: Dwight Miller Advertising Agency, Providence, for New England; Fred Weber, WDSU New Orleans, for Louisiana and southeast Texas; International Network for Utah, Idaho, Wyoming and part of Montana; Wisconsin Network for Wisconsin. Arrangements are taking place for WOR's use of the series, via long lines.

Debut of the program will coincide with the Sept. 23rd publication of Colonel Allen's new book *Lucky Forward*, the story of the Third Army under General Patton. Colonel Allen was in command of combat intelligence on General Patton's staff throughout the European campaign.

KAKC Aids Invalid

A DREAM came true for Mrs. R. J. Wilmot of Tulsa, invalid who has been completely bedridden for eight years, when KAKC Tulsa broadcast a show from her home. Mrs. Wilmot's principal source of entertainment is her radio, yet she has never met anyone connected with the business, nor had never been to a studio. Learning of these facts last month, William Poulos, sponsor of *Slogan Salute* on KAKC, arranged to broadcast his program from her home. A remote line was installed in Mrs. Wilmot's bedroom and the program originated there. Mrs. Wilmot selected all music heard on the show and made up the list of questions on which the program's usual give-aways are based.

FOR SALE

Outstanding Radio Station

Price—$1,500,000.00

One of the Nation's great stations . . . long established in an excellent and growing major market. Valuable network affiliation, national acceptance and splendid local position. Cash and quick assets of approximately $450,000.00 go with sale.

This radio property has for years earned consistently large profits. Indicated 1947 net profits before taxes in excess of $300,000.00. This station is well equipped, well managed and has one of the best potentials in radio. Future plans have been well thought out in technical development. Approximately $500,000.00 will be required as down payment. Financing can be arranged. Write

BLACKBURN-HAMILTON COMPANY

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

FOR SALE

Truscon Tower
176½ ft. high

Galvanized, triangular, self-supporting, welded construction. Included are base insulators and approved tower lights. Price is $1,750.00 f.o.b. present transmitter site. Available immediately.

BOX 276, BROADCASTING

NAB Convention

(*Continued from page 13*)

elected for the session. The whole roblem of audience measurement, specially BMB's plan for a permanent service, will be considered.

The election of directors-at-large as been moved forward to Wednesday morning to insure full membership participation in the balloting.

FCC Chairman Charles R. Denny ill address the Wednesday luncheon meeting. In the afternoon, at :30 p.m., Richard P. Doherty, Director of Employe-Employer Relations, will conduct a general session on "Building Sound Employe elations."

At 3 p.m. a broadcast advertising anel discussion will present the ll-American Radio Team in a oundtable discussion of station roblems. Team members are Leonrd Reinsch, Cox Stations, as station president; Norman Boggs, VLOL Minneapolis, sales manager; Donald D. Davis, WHB Kanas City, program director; Thomas . Connolly, CBS New York, sales romotion manager; Howard S. razier, of the management consulting firm of Frazier & Peter, as hief engineer.

No general feature is planned ednesday evening but the boards f NAB, AAAA and ANA will take art in a joint dinner designed as get-acquainted affair as well as a iscussion of common problems.

Code on Thursday

Thursday morning the critical ode problem will be discussed by he membership. Members will have ad copies of the code several days. udge Miller is planning to lead the iscussion, with full opportunity or airing of views on the more omprehensive standards proposed y the Special Standards of Practice Committee.

NAB headquarters was not prepared last week to announce plans or the Thursday luncheon meeting. Scheduled in the afternoon is a iscussion of the music problem nd adoption of resolutions, followed by adjournment.

The four Monday clinics will deal ith programming, sales, engineering and employe-employer relaons. They will be all-day meetings ith the exception of employeeployer relations. The feature is w in NAB convention procedure.

Plans for the program clinic re completed last week by Harl Fair, Director of the Program ept., with addition of Frank ack, NBC general music direcr, to the program. Dr. Black and ul Whiteman, ABC music direcr, will discuss music programing.

Series of committee meetings d corollary functions will be held fore and during convention week. BC independent affiliates will et Sept. 11, with the NBC affilites convention to be held on the th and 13th. MBS Board of Directors will meet on the 12th and 13th.

Main daytime event Sunday is the NAB Golf Tournament, at which the BROADCASTING Magazine trophies will be awarded low gross and low net winners.

Small Market Dinner

Small Market Stations Executive Committee will hold a dinner at 6:30 Sunday evening at the Ambassador Executive Grill, followed by a business meeting. District small market chairmen will attend. Wayne W. Cribb, KHMO Hannibal, Mo., is committee chiarman.

Growing concern over relations of small market stations and local newspapers will be taken up at the business meeting. Simon Goldman, WJTN Jamestown, N. Y., will report on findings of a survey covering the subject.

Plans for cooperation of stations and newspapers will be considered along with station public relations activities. The committee plans extensive public relations studies during the next year, having found need for better operation in this field. Public relations activity at some stations has been reflected in increased revenue. Other topics on the committee's evening agenda will include operator license requirements, new revenue sources, sale of network cooperative programs, transcribed syndicated programs and creation of local salable features.

Among other Sunday events are: 10 a.m., BMI board, Hotel Ambassador; NAB Engineering Committee breakfast, Executive Grill, Ambassador Hotel; 12 noon, NAB Board Finance Committee, Ambassador Hotel; 1:30 p.m., NAB Sales Managers Executive Committee, Room A, Ambassador Hotel; 2:30 p.m., NAB board, Room 6, Convention Hall; 6 p.m., CBS affiliates meeting and dinner, Hotel Traymore.

On Monday Agenda

On the Monday schedule, besides the clinics, are: 8 a.m., Program Panel participants breakfast, Executive Grill, Ambassador; 9 a.m., Public Relations Committee and Executive Committee, Room 6, Convention Hall; 9 a.m., Research Committee, Room 15, Convention Hall; 9 a.m., Music Advisory Committee, Room 18, Convention Hall; 9 a.m., Employe-Employer Relations Committee, Room 21, Convention Hall; 2 p.m., joint NAB-BMB technical subcommittee, Room 15, Convention Hall; 6 p.m., ABC affiliates dinner and meeting, Cambridge Room, Claridge Hotel; 6 p.m., MBS affiliates meeting, Westminster Hall, Chelsea Hotel.

Scheduled Tuesday are: 8 a.m., Surf Room, Ambassador Hotel, Louisiana Broadcasters Assn.; 2 p.m., Recording and Reproducing Standards Committee, Room 15, Convention Hall.

Attending the NAB meeting from Canada will be Harry Sedgwick, CFRB Toronto, and CAB board chairman; Ken Soble, CHML Hamilton; Ted Campeau, CKLW Windsor-Detroit; Doug Scott, CAB director of broadcast advertising; Horace Stovin, H. N. Stovin & Co., Toronto; Walter Elliott, Elliott-

(*Continued on page 84*)

SUCCESSFUL TECHNIQUES in radio selling by retailers will be demonstrated at NAB Convention Sept. 15 by this group of department store executives. Session is titled "Case Histories Come to Life." Taking part will be (l to r): William T. White, general sales manager, Wieboldt Stores, Chicago; E. E. Bailey, managing director, James Black Dry Goods Co., Waterloo, Iowa; Myrtle Green, promotion manager, Wieboldt Stores; L. H. Foster, sales promotion manager, The Fair Stores, Chicago; J. N. Trivers, publicity director, William Hengerer Co., Buffalo.

Joins Cole Adv.

WILLIAM E. HABERMAN, account executive of Foote, Cone & Belding, San Francisco, has resigned to join L. C. Cole Adv., that city, as a full partner. L. M. Clayberger, formerly advertising manager of The Paraffine Companies, San Francisco, has joined the agency as account executive.

FOR STAY-AT-HOMES
WAAT Plans Coverage From Convention

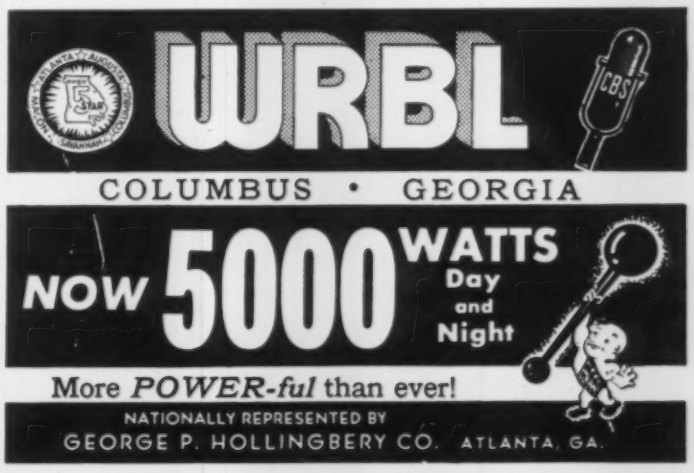
EIGHT special broadcasts from the Atlantic City convention of the NAB have been scheduled by WAAT Newark, N. J. to keep stay-at-home radio men in the area informed of convention activities.

At 9:05-9:30 a.m. Sept. 15 through 18 WAAT will broadcast interviews of NAB officials by a panel of trade press editors on convention developments. Station will also carry a half hour evening show each of those days featuring recorded excerpts of major speeches delivered at the conclave. Tentatively the evening program has been set for 8:30-9 p.m.

WAAT, in cooperation with Radio Inventions Inc., will also transmit facsimile programs to be received on recorders placed at and near Convention Hall in Atlantic City during the meeting. Convention news as well as general news will be broadcast by facsimile.

Two Are Renewed

LICENSE renewals were granted last week by FCC to WJLB Detroit and WTTM Trenton, N. J. The WJLB renewal is for the period ending Aug. 1, 1950, and WTTM for period ending May 1, 1950.



ACOUSTICAL design of new WBAL Baltimore studios is pointed out to Mayor Thomas D'Alesandro Jr. (l) by Harold C. Burke, station manager. Design in the "Futuristic Studio" is patterned after NBC studios in New York.

NAB Convention

(*Continued from page 83*)

Haynes Research, Toronto; Guy Herbert, All-Canada Radio Facilities, Toronto; Jack Slatter, Radio Representatives Ltd., Toronto; Spence Caldwell, All-Canada Radio Facilities, Toronto; Lou Phenner, president, Bureau of Broadcast Measurement, Toronto.

TWO ZIV DISC SHOWS ADDED IN 34 MARKETS

TWO of the Frederic W. Ziv Co.'s transcribed programs, *Favorite Story* and *Philo Vance* have been bought for sponsorship in 17 markets for each series.

Iroquois Brewing Co., Buffalo, using 17 markets in New York and Pennsylvania, signed a contract which calls for 156 *Favorite Story* programs over a three-year period. The series begins Sept. 29. Baldwin, Bowers & Strachan, Buffalo, is the agency.

The *Philo Vance* detective show has been bought by the four-state Intermountain Network Inc. for their 17 markets. The programs begin on Oct. 1 for 52 programs which will be heard 9-9:30 p.m.

TENTATIVE NAB CONVENTION AGENDA

(AS OF SEPTEMBER 5)

Monday, Sept. 15

General meetings and clinics.

Tuesday, Sept. 16

9 a.m.—5 p.m. Registration, Lobby, Convention Hall. GENERAL SESSION —Main Arena Floor.

10 a.m.—Call to order, Campbell Arnoux, WTAR Norfolk, chairman, Convention Program Committee.

10:05 a.m.—President's Report, Justin Miller.

11 a.m.—Address, Goar Mestre, vice president, Inter-American Broadcasters Assn.

11:30 a.m.—Address, Joseph Sedgwick, counsel, Canadian Assn. of Broadcasters.

12:30 p.m.—General luncheon, Ball Room.

1:20 p.m.—Address, Adm. W. H. P. Blandy.

1:30 p.m.—Address, Rep. Clarence F. Lea.

2 p.m.—BMI Publishers and Their Hits, Carl Haverlin presiding.

GENERAL SESSION — Main Arena Floor.

2:30 p.m.—Assn. of Women Broadcasters, Dorothy Lewis presiding.
Greetings, Mary Margaret McBride.
Speaker, Robert R. Wason, chairman of board, National Assn. of Manufacturers (introduced by Ruth Crane, acting president, AWB).

3 p.m.—Radio Management Tomorrow—Problems of Service and Survival. Under auspices of NAB Small Markets Committee.
Panel: Wayne W. Cribb, KHMO Hannibal, Mo., presiding; Michael R. Hanna, WHCU Ithaca, N. Y.; Simon Goldman, WJTN Jamestown, N. Y.; John F. Meagher, KYSM Mankato, Minn.; Robert T. Mason, WMRN Marion, O.; R. Sanford Giyer, WBTM Danville, Va.; Hugh M. P. Higgins, NAB; A. H. Spokes, WJOY Burlington, Vt.; Marshall H. Pengra, WBOM Oak Ridge, Tenn.

5 p.m.—Adjournment.

7 p.m.—Annual banquet.

Wednesday, Sept. 17

9 a.m.-5 p.m.—Registration, Lobby, Convention Hall. GENERAL SESSION —Main Arena Floor.

10 a.m.—"Facts for Management." BMB Panel and discussion, Hugh Terry, KLZ Denver, presiding.
"How Advertising Agencies Use BMB," Leonard Bush, Compton Adv.
"How an Advertiser Uses BMB," Joe Allen, Bristol-Myers.
"The BMB 15-Point Plan," Paul Morency, WTIC Hartford, and G. Richard Shafto, WIS Columbia, S. C.
Question and answer period. Above panel to be augmented by Hugh Feltis, BMB president; John Churchill, BMB research director; Wayne Coy, WINX Washington; John J. Gillin Jr., WOW Omaha; Kenneth H. Baker, NAB Director of Research.

12:30 p.m.—General Luncheon, Ball Room.
Speaker: Charles R. Denny, Chairman, FCC. GENERAL SESSION—Main Arena Floor.

2:30 p.m.—Richard P. Doherty, Director, Employe-Employer Relations Dept., "Building Sound Employe Relations".

3 p.m.—"The Sales Foundation of the American System of Broadcasting" by the All-American Radio Team.
Station President, J. Leonard Reinsch, Cox Stations; Sales Manager, Norman Boggs, WLOL Minneapolis; Program Director, Donald D. Davis, WHB Kansas City; Sales Promotion, Thomas D. Connolly, CBS New York; Chief Engineer, Howard S. Frazier, Frazier & Peter.

5 p.m.—Adjournment.

7 p.m.—Joint Dinner AAAA-ANA-NAB Boards of Directors.

Thursday, Sept. 18

GENERAL SESSION — Main Arena Floor.

10 a.m.—Call to Order, Justin Miller, president.
Membership Session—Standards of Practice for American Broadcasters.

12:30 p.m.—General luncheon, Speaker to be announced. GENERAL SESSION —Main Arena Floor.

2:30 p.m.—Membership Session (Subject to be announced).
Music.
Resolutions.

5 p.m. Adjournment.

Thomascolor

(*Continued from page 14*)

45 items included in the Thomascolor registration statement. Items to be discussed included: The adequacy and accuracy of the description filed with the FCC in regard to the use of Thomascolor process in television; the adaptability of the process to television; statements made in regard to existing methods of color projection; statements about the color wheel system; financial matters including the earnings and production records of Richard Thomas and of other companies with which he has been affiliated; experience and ability of executive officers of Thomascolor Inc. including that of Richard Thomas; the patents Mr. Thomas holds and the promotional efforts he has employed for previous inventions; the statement that Thomascolor offers a "new" system of color reproduction

SEC Plans

The SEC specified intention of going into all parts of the statement filed by Thomascolor Inc. Informed spokesmen said that the inquiry was not intended to cast doubt on any of the statements made until the facts were investigated. Observers familiar with SEC operation cited previous cases in which errors in the original statement had been corrected after which the SEC approved issuance of the securities requested.

"Additive" color photography, it has been explained by Richard Thomas, inventor of Thomascolor, differs from the technicolor technique currently used by motion pictures in that it is natural color reproduction and does not involve the "dye" process.

The Thomascolor camera contains an optical unit with a single aperture behind which are three lenses. Behind the lenses are three filters in gradations of black and white. Three colors, red, blue and green, are used to reproduce, in combination, the full spectrum.

Mr. Thomas has concentrated primarily on application of his system to motion pictures, but engineers are said to have predicted that it was easily adaptable to television.

Among stockholders in Thomascolor Inc. is Carl Haverlin, president of Broadcast Music Inc., and former next-door-neighbor of Mr. Thomas in California.

KBNE - KELN LICENSE IS SOLD FOR $30,00

CONSENT has been granted FCC to the $30,000 sale of Boulde City Broadcasting Co., licensee KBNE Boulder City and permitte of KELN Ely, Nev., to grou headed by Edward J. Janse northwest broadcaster. The Com mission also has approved incorpo ration requests of KPBX Beau mont, Tex., and KCOL Fort Co lins, Col., and involuntary assig ment of the construction permit WJJM Lewisburg, Tenn. No mon is involved in the latter three case

Mr. Jansen, general manager KBIO Burley, Idaho, and pa owner of KAVR Harve, Mont., an of a permittee for Moses Lak Wash., is associated with Truma B. Hinkle of KBNE and Melvin Larsen, Harve merchant, in th acquisition of Boulder City Broa casting. The three have equal stoc interests and plan to purcha $30,000 worth of additional stock t provide working capital, FCC re ported. Boulder City sellers ar J. C. Manix, Don Ashbaugh, C. Applegate, P. S. Webb and C. A Savage. KBNE operates with 25 w on 1450 kc. KELN is assigne 1230 kc, 250 w.

In the KCOL action approval wa granted for assignment of licens from The Northern Colorad Broadcasting Co., a partnership, t a new corporation of the sam name and including the same own ers. Likewise consent was give KPBX for assignment of licens to KPBX Broadcasting Co., ne corporation including individual of the assignor partnership, WCP Broadcasting Co.

WJJM was granted assignmen of CP from James J. Murray, de ceased, to his sisters, Ida and Ma tha Murray, executrices of his es tate.

Football Discs

FRANK LEAHY, Notre Dam football coach, and Harry Wisme sportscaster, have signed wit Green Associates, Chicago radi production agency, to do a weekl 15-minute transcribed open-en sports program *Leahy of Notr Dame*. Program will feature be hind-the-scene stories, college foot ball news, interviews, human in terest sports stories and predic tions.

FMA

(Continued from page 14)

WCTS Cincinnati; Thomas McNulty, WMCP Baltimore; Guy Farnsworth, WATG Ashland, Ohio.

Opening the convention Friday morning will be Mr. Hofheinz, who will submit the president's report. A discussion of FM audience measurement will be led by Hugh M. Feltis, BMB president; Capt. P. K. Liebermann, WGYN New York, and C. E. Hooper, of C. E. Hooper Inc.

On the luncheon schedule, besides Representative Kearns, is Ira A. Hirschmann, WABF New York, a director of FMA. His subject will be "How to Put Over an FM Station."

John Wright, of BBDO Boston, will describe a proposal to broadcast transcribed rehearsals of the Boston Symphony. C. M. Jansky Jr., of the engineering firm of Jansky & Bailey and a pioneer in FM's development, will discuss "Potentialities of Wide Coverage by FM." Herald Beckjorden, assistant executive secretary of AAAA in charge of radio, will be unable to make his scheduled appearance.

Leonard H. Marks, FMA general counsel, is to review the FM music situation and tell of FMA's work on behalf of network duplication of FM. A timebuyers' meeting is scheduled, with talks by Alvin Hirschmann, WABF New York, as chairman. Jack Winer, president of Dynamic Stores, New York, will speak on retail selling by FM.

A proposed by-law enlarging board membership to provide geographical representation in line with FM's expansion will be submitted. If it passes, seven directors will be elected. If it is rejected, four will be elected.

On Saturday's schedule, besides the morning meeting, is a 2 p.m. inspection tour of Dr. Armstrong's Alpine plant and a meeting of the new board at 6:30 p.m.

List of exhibitors [BROADCASTING, Sept. 1] was augmented last week when RCA Victor Division announced it would display equipment.

Schwartz With FC&B

FOOTE, CONE AND BELDING will supervise all radio commercial copy from its Chicago office with Milt Schwartz, formerly with H. M. Gross Co. as radio copy chief. Hugh Davis, vice president and office manager of FC & B, said this would in no way affect the operation of the agency's Radio Dept., which would continue to be headed by Harry Dieter as manager, with James Fonda as radio director.

UCLA Extension division added two courses in radio dramatics starting Sept. 2 and 3. One is offered in daytime and second in evening.

WFIL Planning Facsimile-TV Programming in Atlantic City

WFIL Philadelphia will set up complete television and facsimile facilities at the NAB Convention in Atlantic City Sept. 15-18 and will supply some of the talent for the entertainment features of the annual NAB dinner.

Television receivers will be installed at various points in Atlantic City for the reception of programs telecast by WFIL-TV and special telecasts originating in the convention city.

Its cameras will televise the special ABC television program Sept. 14 from 7 to 8 p.m., consisting of a fashion show and water carnival from the Brighton Pool, where world-famous swimming and diving stars will perform and a water ballet will be staged. This show will be carried to Philadelphia over a specially-installed RCA television relay link to be aired. Likewise, it will be carried on the demonstration receivers set up in Atlantic City.

The same relay link will be used Tuesday afternoon, Sept. 16, when WFIL-TV will televise the entire racing card at Garden State Park outside Camden. All of these races will be shown on the demonstration sets and WFIL-TV will telecast the feature race.

A complete facsimile newsroom crew with writers, artists, and electro-typists will be set up in Booth 27 in Convention Hall to afford the broadcasters a view of a facsimile newsroom in operation. Each day, Monday through Thursday, at 3 p.m., a complete eight-page facsimile edition of the *Philadelphia Inquirer* will be transmitted to recorders set up at demonstration points throughout the city. These editions will be reproduced for distribution to all persons at the convention.

Facsimile transmission will be made over equipment supplied by the Newspaper Publishers Facsimile Service and a mobile transmitter will be used for the purpose. United Press and Acme Newspicture wires will feed the newsroom with up-to-the-minute news and pictures and the FAX editions of the *Inquirer* will give many of the broadcasters their first view of a complete facsimile newspaper.

WFIL's contribution to the NAB annual dinner will include a production by Jack Steck, WFIL program director, featuring some of the station's best-known talent. Twenty-five members of the cast of *Hayloft Hoedown*, the WFIL-ABC network barn dance, which originates at Town Hall, Philadelphia, Saturday nights, will perform. Also on the program will be Carol Wynne, songstress; the "Choraleens," 'teen-age girls chorus heard regularly on ABC; Skipper Dawes, narrator of many WFIL shows, and Phillip Taylor, Negro boy singer.

LARGE-SCREEN TV SET IS PLANNED FROM RCA

A NEW large-screen television receiver producing pictures nearly as large as a newspaper page will be on the market within a month, RCA Victor Division of Radio Corp. of America announced.

The set, which will be available in both walnut and mahogany, will retail for $1,195 plus $11 federal excise tax. Purchasers also will pay an additional $95 for an owner's policy covering antenna installation and year's service and maintenance for the set.

The set offers a 15-by-20-inch picture with the image about five times as bright as the average motion picture, said Henry C. Baker, general sales manager of the Home Instrument Department.

LABOR DAY was opening day for KSFT Trinidad, Colo., and the occasion was celebrated with a day-long open house and six hours of congratulatory programs climaxed by a special dedication broadcast in the evening. Participating in the dedicatory broadcast were, l to r: Bob Taylor, KSFT program manager; Rev. Paul E. Whiteside; Bob Bugdanowitz, KFEL, Denver; Allen Miller, director of Rocky Mountain Radio Council; Gene O'Fallon Jr., KFEL; Ken White, radio columnist, *Denver Post;* Lyle Marriner, International News Service; Donald B. McCaig, KSFT station manager, and A. R. Van Til, manager, KOKO La Junta.

Jones

(Continued from page 14)

promptly returned to Atlantic City sessions and Chairman Denny, who is presiding at the Conferences, and Mr. Jett, a member of the American delegation, were to return Saturday.

In opening the ceremonies, which took place in the Commission's regular meeting room, Chairman Denny welcomed "Bob" Jones to the FCC and read President Truman's official commission. After the swearing in, the Commission, with five members present, held its first regular meeting since July 28 when a special session was held in Atlantic City. Regular meetings have City Conferences got under way in mid-May.

Confirmed in July

Mr. Jones was confirmed unanimously in July both by the Senate Interstate Commerce Committee and the Senate following hearings on charges by Drew Pearson, columnist and commentator, that the Congressman had been a member of the Black Legion. Mr. Jones had categorically denied the charges.

Among those present for the swearing in ceremony, besides the Commissioners, were Reps John H. Kerr (D-N. D.), Paul W. Shafer (R-Mich.), Dewey Short (R-Mo.), and Charles R. Roberts (R-N. D.); ex-Rep. Dean M. Gillespie (R-Col.); Rear Adm. Thomas L. Sprague, Chief of Naval Personnel; Federal Trade Comr. Robert E. Freer; Lewis Deschler, House parliamentarian; John Andrews, House clerk; M. L. Meletio, House doorkeeper, and Robert M. Menaugh, superintendent, House radio gallery.

Also in attendance were Commissioner Jones' wife, Ida Marie; his mother, Mrs. J. C. Jones, and his sister and brother-in-law, Mr. and Mrs. Paul Lewis. WLOK Lima, Ohio, in which Commissioner Jones had held a minor interest, was represented by Harry M. Jay, salesman.

Commissioner Jones has taken over the offices of former Commissioner Wakefield in Room 6213 of FCC Headquarters in the New Post Office Bldg. His term expires June 30, 1954.

Maling in Radio

MALING BROS. Co., Chicago (retail shoes) will use radio for first time in conjunction with opening of newest store in Toledo. Company purchased 26 station breaks on WTOL and WTOD to start about Sept. 20. If radio can attract sufficient opening day crowds company will consider campaign for 23 other outlets.

WINS New York, last week announced that the station's highest monthly billing was reached in August, with sales running 50% ahead of same period last year and sales at end of third quarter 30% over figures for 1946.

At Deadline ...

EIGHT NEW BOARD MEMBERS ARE ELECTED BY WQQW

STOCKHOLDERS of WQQW Washington, red-ink Blue Book station, elected eight new members to board of directors at Friday night meeting (early story page 20). New board was empowered to sell station and to try subscription plan of refinancing station only as last resort.

Effort probably will be made to raise money among present stockholders. Persistent rumor one of new board members will put up $25,000 if two others will match sum, taking money in preferred stock.

No manager named to succeed Edward M. Brecher, whose service ended Wednesday after stockholders meeting.

New board members are John P. Anderson, druggist; Simon Gerber, real estate; Marcus Goldman, retired; Malcolm Hobbs, journalist; Belford Lawson Jr., attorney; Samuel Rodman, real estate, and brother of Morris Rodman, corporation president; Pierson Underwood, station musical director; Irwin Geiger. Board now has 18 members. Stockholders recessed meeting, and can convene any time within 30 days under by-laws of operating corporation.

SPALDING PUTS TENNIS ON NATION-WIDE HOOK-UP

A. G. SPALDING & BROS., New York, will sponsor national tennis championships at Forest Hills, L. I., Sept. 13-14, 3 to 5 p.m., over special nation-wide hook-up. Jinx Falkenburg will describe background and color and Harry Wismer and Lev Richards will do play-by-play. Hanly, Hicks & Montgomery, New York, is agency.

Broadcasts will be heard on WGST KTBC WCOP WBNY WCFL WKRC WJW WRR KMYR WKMH KTRH WPDQ WHB KGER KFVD WMPS WMIN WWL WNEW WQXR KLX KWKW WPAT WPEN KQV KXLW KUTA KYA KXA WSPR WARL.

RCA-20TH CENTURY PACT

AGREEMENT between RCA and 20th Century Fox Film Corp. for joint research program in theater television identical with one negotiated in July between RCA and Warner Bros. [BROADCASTING, July 21], drafted last week and expected to be signed momentarily Friday. RCA first demonstrated theater-size video reception before war, has recently shown improved equipment, is now doing everything possible to aid motion picture companies to work out best methods fitting television into theater programming.

DR. JOLLIFFE ON RCA BOARD

DR. C. B. JOLLIFFE, executive vice president in charge RCA Laboratories Division, elected to RCA Board of Directors. Dr. Jolliffe joined RCA in 1935 as engineer in charge RCA Frequency Bureau. Appointed chief engineer RCA Laboratories in 1941 and in early 1942 made assistant to president RCA. March 2, 1945, he was elected vice president in charge RCA Laboratories and Dec. 7, 1945, became executive vice president same division.

GIVE-AWAYS, MUSIC TOPICS AT CANADIAN MEET

PROBLEMS encountered by broadcasters over cash give-aways, price mention and musician's union feeds on delayed broadcasts were discussed at two-day annual meeting of the Western Assn. of Broadcasters at Minaki, Ont., Sept. 3-4.

It was felt that money give-aways affect radio audience surveys and are generally injurious to industry.

Bert Cairns of CFAC Calgary reelected president of association for second term. Directors elected were: A. A. Murphy, CFQC Saskatoon; Dick Rice, CFRN Edmonton; Bill Guild, CJOC Lethbridge. A. L. Garside, of CJGX Yorkton, appointed chairman of committee to study problems of small market stations.

Bryan Meredith of United Nations radio unit urged broadcasters to keep their listeners informed on international problems.

TRANSCRIPTION, RECORDING STANDARDS TO BE STUDIED

LEADING engineers of world will take part in meeting at NAB convention in Atlantic City Sept. 16, 2 p.m., in Convention Hall, to consider resumption of move to standardize equipment and recording techniques. NAB Recording & Reproducing Standards Committee will go over standards adopted before war and those still awaiting action [BROADCASTING, Aug. 4].

Presiding will be Royal V. Howard, NAB Director of Engineering. Project was started in 1941 by Lynne C. Smeby, consulting engineer and at that time NAB Director of Engineering.

FOURTH labor seminar will be held Nov. 13 by Radio Manufacturers Assn. at Stevens Hotel Chicago. In charge is Glenn W. Thompson, president Noblitt-Sparks Industries, chairman of RMA Industrial Relations Committee. Topic will be effect of Taft-Hartley Act on radio industry.

ROBERT E. LIVERANCE, applicant for 250 w day on 1170 kc at Gaffney, S. C., Friday granted dismissal of application since he has merged with competitor, Cherokee Radio Co., which seeks same facilities at Gaffney. Cherokee application removed from hearing docket by FCC.

Multiplication

THEME of Radio Manufacturers Assn. booth at NAB Atlantic City convention Sept. 15-18 will be "Multiply Your Listeners." Motif will be emphasized on huge map of United States, by metal rabbits of smart-alec type hopping all over country. Exhibit will promote RMA's Radio-in-Every-Room drive and National Radio Week. Creator of animated layout is W. B. McGill, advertising manager of Westinghouse Radio Stations and head of RMA National Radio Week committee.

BORDEN DROPS TV PERIOD

AFTER one year as sponsor of television programs on WNBT New York and NBC television network, Borden Co., New York, has withdrawn sponsorship of Sunday 9-9:30 p.m. period effective Sept. 28. Stuart Peabody, assistant vice president in charge Borden advertising, said company had been experimenting with dozen types television programs and exploring numerous ways of presenting commercials and had completed schedule for time being to "take a breathing spell." Agency is Kenyon & Eckhardt, New York.

Closed Circuit

(*Continued from page 4*)

return to national political scene of Harry C. Butcher, wartime naval aide to supreme commander, now owner of KIST in Santa Barbara, Cal. Capt. Butcher was former CBS Washington vice president and close personal friend and confidant of Gen. Ike.

PHILIP MORRIS CO., now spending about $3,000,000 of its $4½ million advertising appropriation in radio, is exploring possible sponsorship of locally tested programs. Company also probing late evening dance band situation.

TWENTIETH CENTURY-FOX, New York (movies), through its agency, Kayton-Spiro, New York, reportedly preparing spot announcement campaign for "Forever Amber" to be placed throughout country with release of picture.

RODNEY ERICKSON, program director at WOR New York for past year, reportedly will resign post—one of most important in New York radio programming—effective Oct. 1. No successor named. Mr. Erickson formerly co-manager of radio department of Procter & Gamble.

HOWARD HUGHES Productions, Hollywood, through its agency, Weiss & Geller, New York, preparing one-minute and half-minute spot announcement campaign with Tom Howard to promote latest picture, *Mad Wednesday*. Spots will be placed on stations in cities where picture is released sometime this fall.

WHEN network executives meet with Petrillo today (Sept. 8), broadcasters prepared to tell union head musicians have fully as much stake in future of FM as themselves and that delay in permitting network music on FM was reducing public confidence in service as reflected by slow turnover of combination AM-FM receivers.

N. W. AYER & SON, New York, which has exclusive television rights to Notre Dame-Army games for American Tobacco Co. (Lucky Strike) will also sponsor home games of Notre Dame and Northwestern over WBKB Chicago. Move seen as bid of cigarette company to capture television audience of major sports contests.

SMALL TABLE models still comprise bulk of radio set business of Majestic Radio & Television Corp., Chicago. Company feels new radio demand will soon increase considerably. Company got orders for $11,642,000 worth new receivers for fall shipment following sales meetings in 15 key markets.

THE NATION'S STATION

announces the appointment of

KEENAN & EICKELBERG

as west coast representatives

san francisco 4:

W. Hubbard Keenan
235 Montgomery Street

James H. Stanton
Telephone Douglas 1323

los angeles 13:

Wilbur Eickelberg
411 West Fifth Street

Frank Dougherty
Telephone Michigan 7571

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CROSLEY BROADCASTING CORPORATION